CA20N NR 360 -766

> Ontario. Ministry of Natural Resources Provincial park user survey analysis of data 1984





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## Ontario Provincial Parks

Provincial Park User Survey Analysis of Data

1984





CA 20N NR 360 - P66

## ONTARIO PROVINCIAL PARKS

PROVINCIAL PARK
USER SURVEY
ANALYSIS OF DATA

1984

Research Unit Parks and Recreational Areas Branch

Ministry of Natural Resources September 1986

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Appendix B: 1984 Provincial Park Camper Survey Questionnaire

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### PROVINCIAL PARK USER SURVEY - 1984

### Introduction:

The User Survey Program was established in 1974 in order to provide current information on Provincial Parks for a variety of planning, research and operational/management functions. The respondents to the surveys have been chosen in such a way as to provide a representative sample of the campers and day users of the Ontario Provincial Park System.

The program operates on a cyclical pattern. During each cycle eligible parks are surveyed once. For a number of parks, both day-use and campgrounds, the 1984 operating season represented the third completed survey period.

The information, acquired from the 1984 User Survey Program, and earlier data collected from the same parks, have been presented & discussed so that comparisons may be drawn and patterns and trends identified.

In order to summarize the raw data that has been collected in the 1984 surveys, written descriptions have also been completed. Using the overall percentage figures, this information will provide a general state of parks surveyed for this year. (Note this is only for the parks surveyed in 1984, not the entire park system).

Questions contained in the survey obtained information on the characteristics of campers and day users including: park user characteristics, extent of park use, travel data, activity participation, trip related expenditures, type of equipment used, park perception and marketing. In addition, a number of park-specific questions were added to investigate particular issues or concerns of the park manager.

### 1984 Day Use Summary

### Characteristics of Park Users:

- over 57% of day use parties were families, 21% couples, and 16% friends. The group-type party represented less than 2% of the visitors to day use parks.
- the average party size was 4.8 with the majority coming in groups of 2 or 4 people.
- the largest proportion of visitors (36%) were of the ages 25-44 followed by 30% between 1 and 14 years of age. Senior Citizens accounted for 4% of visitors to day use parks.

### Park Use:

- 74% of the day users surveyed were previous visitors to the parks. Of this group 70% had visited the previous year and 21% of these had been campers.
- the average time spent in the park was just over 4 hours, but over 62% of the visitors spent more than 5 hours in the parks.

### Activity Participation:

- swimming was the most popular day use activity followed by picnicking, relaxing, and sunbathing.
- staff organized activities often had lower (less than 6%) participation rates.
- visitors spent most of their time swimming, sunbathing and relaxing.

### Recommended Improvements:

- the most common recommendations concerned showers (15%) followed by beach/swim area (14%) and sanitation (12%).

### Why Choose Park:

- the majority of day users chose parks for their closeness (32%) and through past experience (10%).

### Expenditures:

- the total average expenditure for day users was \$102.80 within 40 km (25 miles) of the park.
- note that this figure represented both Northern and Southern parks. The expenditures for Northern parks were higher due to distance travelled and type of trip.

### Market Area: .

- the majority of the day visitors were from the M.N.R. Central and Southwestern Regions (55%) while 10% were from the United States. (note: this was only for the parks surveyed in 1984, not the entire park system).

 of the parks surveyed 50% of visitors stayed at their permanent residence or a provincial campground while visiting the park, 16% stayed with relatives and 11% at a

hotel/motel.

### Marketing and Promotion Information:

 most day visitors (69%) used the park as a main destination, 17% as one of several destinations and 13% as a stopover.

- almost 69% of day users were aware of park advertising mostly by television (57%), newspapers (39%) and magazines

(35%).

- 85% of visitors were not influenced by these

advertisements by the parks.

- 83% of the visitors were unaware of special events and 84% are not influenced by them.

- special events will however, encourage 69% of the users to

visit in the future.

- 24% of all day users visited attractions outside of the parks.



### 1984 Camper Summary

### Characteristics of Park Users:

- over 50% of campers were families followed by 36% couples and 16% friends. Singles made up 3% and groups 1% of all
- the average party size was 3.6 with the majority of users in groups of 2 (41%) or 4 (24%) people.
- the largest proportion of visitors were in the age group 25-44 followed by the 1-14 age group. Senior Citizens accounted for 5% of all campers.

### Park Use:

- 49% of users were previous visitors to the park, 59% of them in the previous year, the majority of them camping. - the average time spent in the park was 3.5 nights with
- over half (56%) staying only 2 nights.

### Activity Participation:

- relaxing was the most popular activity (89%) followed by walking (82%), and swimming (68%).
- participation rates of over 10% were indicated for all staff organized activities.
- visitors spent most of their time relaxing, swimming and fishing.

### Camping Equipment Used:

- over 38% of all campers used tents as a first piece of equipment, and 59% used them as a second piece.
- tent trailers, travel trailers and vans were also commonly used.

### Recommended Improvements:

- the most common recommendations concern showers (28%), other facilities (12%) and sanitation (11%).

### Why Choose Park:

- the most common reason to choose the park was convenience (14%), facilities and recreational opportunities (13%) and the park being quiet and uncrowded (12%).

### Expenditures:

- the total average expenditures within 40 km of the park was \$145.52.
- note that this figure represented both Northern and Southern parks. The expenditures for Northern parks were higher due to distance travelled and type of trip.

### Market Area:

- the largest proportion of Ontario users were from the M.N.R. Central Region (32%).

- border provinces accounted for 9% and the United States for 19%. (note: these figures are only for the parks surveyed in 1984, not the entire park system).

### Marketing and Promotion Information:

- 48% of visitors used the park as a main destination, 28% as a stopover and 24% as one of several destinations.
- 75% were aware of park advertising, mostly from television, newspapers and magazines.
- 20% of those surveyed were influenced by these advertisements in their choice of park.
- 78% of campers were unaware of special events and 91% were not influenced by them.
- 59% agreed that special events may encourage them to visit in the future.
- 40% of all users visited facilities and attractions outside of the parks they were camping in.

			TYPE OF PARTY	4RT'Y		
	Family	Couple	Group	Friends	Single	Other
Camper	50.8	50.8 36.4 0.7	0.7	8.2	3.0	1.0
Day User	57.9	57.9 21.2	1.2 15.8	15.8	2.5	1.2

		AGE 1	AGE DISTRIBUTION		
	1-14	15-24	25-44	45-64	+59
Camper	28.0	13.6	36.9	16.3	5.0
Day User	30.1	16.7	36.1	12.9	4.1

FREVIOUS VISIT VISIT LAST CAMPED IN PARK TO PARK ES NO YES NO YES NO 19.0 51.0 58.9 41.1 90.2 9.8 13.9 26.1 70.5 29.5 21.0 79.0	жеутобе со ракк в. 0 9. 0
70.5 29.5	Day User 73.9 26.1
58.9 41.1	49.0 51.0
YES NO	YES
YEAR YEAR	TO PARK
S VIETT VISTT LAST YEAR	SVIOUS

	North- Vest	North- Cent.	North	North	Morth- Morth Algon- East- Cent- South- Cent. Morth East quin ern rul West	East-	Cent-	South- West
Camper	3.2	3.2 5.0 3.1 5.7	3.1	5.7	- 1	6.8	1.8 6.8 31.6 8.9	8.9
Day USer	6.3	0.7	4.3	7.2	6.3 0.7 4.3 7.2 1.5 8.1 40.4 14.4	8.1	40.4	14.4

				PAR	PARTY SIZE	ы	-		
	г	Çų.	3	7	->	9	7	÷	Aver.
Camper	2.3	2.9 40.9 13.8 23.5 9.8 4.9 1.5 2.7	13.8	23.5	9.8	4.9	1.5	2.7	3.6
Day User 2.4 24.8 14.7 26.1 12.9 7.7 3.1 8.3 4.8	2.4	24.8	14.7	26.1	12.9	7.7	3.1	8.3	4.8

	G	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PAIK	(% of total	avera <sub>t</sub> e OM OF PAKK	
	Fuel and Transport.	Food and Enter- Drink tainner	Food and Enter- Drink tainnent	Hiscell-	niscell- Total
Camper	27.9	38.6 10.1	10.1	23.4	23.4 \$145.52
Day User	22.3	34.0 11.4	11.4	32.3	32.3 \$102.80

	TYPE OF			HOLE OF		
	THIP			THE PARK		
					One of	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest.		over
Camper	20.2	20.2 74.0 5.8	5.8	47.6	24.1 28.2	28.2
Day User	1	1	J	69.4	17.3 13.3	13.3

		0	ORIGIN			
	Untario	Ontario Border Prov.	Other Canada	Border USA	Other	Other
Camper	66.1	8.7	66.1 8.7 4.6 12.7 6.4 1.4	12.7	6.4	1.4
Day USer	82.9	3.6	82.9 3.6 2.3 7.6 2.2 1.4	7.6	2.2	1.4

	_			REASON	REASON FOR CHOOSING PARK	NG PARK					
	Close	Close ient	Conven- Recommient		General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Visiting General Past Natural Clean/ Beach/ Aquatic Facilities/ Friends Interest Exper. Setting Well Kept Swimming Rec. Rec. Upport.
Camper 10.3 13.9	10.3	13.9	7.4	2.0	4.0	11.0	4.0 11.0 6.4 1.8	1.8	4.9 4.2	4.2	13.1
Day User 31.9 6.2	31.9	6.2	5.1	4.6	3.5	10.0	3.5 10.0 6.4 3.0	3,0	8.3	ŀ	7.1

(L, NOO)	Other	0.9	8.6	
REASON FOR CHOOSING PARK (CON'T)	Prefer Prov. Park Other	2.9	\$	
REASON FOR	Quiet/ Uncrowded	12.2	5.4	
		Camper	Day User 5.4	

	_	$\neg$	
ADS INFLUENCE	No	80.1	84.7
ADS IN	Yes	19.9	15.3
AWARE OF ADS	No	74.9 25.1	68.5 31.5
AWARE	Yes	74.9	68.5
		Camper	Day User

	AWARE OF	F	INFLUENCE OF	VCE OF	SPECIAL	SPECIAL EVERTE
	SPECIAL	SPECIAL EVENTS	SPECIAL	SPECIAL EVENTS	LINCOURA	INCOURAGE FUTURE
					VISIV	
	Yes No	No	Yes No	No	Yes	No
Jampon	22 E	22 E 77 E	0 0 0 1 1	1 10	59 7	E9 7 /1 2
camper	66.3	6.//	0.7	71.1	7000	41,0
Nav 11con 17 1 82 0 15 6 84 4	17 1	0 68	15 6	N NS	69 E 21 E	21 5
10 A DA	1 / / 1	200		1 1		

	VISIT A9 OUTSIDE	VISIT ATTHACTIONS OUTSIDE OF PARK
	YES	NO
Camper	39.8	60.2
Day Hook	22 G	23 E 7E A

		TYPE OF	TYPE OF ADVERTISING AWARE OF	THE WARRIED	5	
			News-	F.a.G-	Transit	Other
	T.V.	Radio	paper	azıne	one to con	
Camper	61.2	28.6	38.9	38.9	38.9 8.2	20.7
Day User	9.99	30.1	39.4	35.5	35.5 8.5	14,3

# Overall Percentages of Parks Surveyed - 1984

			A	ACTIVITIES PARTICIPATION	S PARTIC	IPATION							
		-ung		Mc tor-				Walk/	Casual	View/	Play-		View-
	Picnic	bathe	Swim	boat	Canoe	Hike	Bike	Jot	Play	Photo	Ground	Relax	points
·Camper	36.2	57.2	6.79	13.7	22.7	52.4	14.1	81.8	43.2	49.4	57.2 67.9 13.7 22.7 52.4 14.1 81.8 43.2 49.4 19.2 88.8 48.8	88.8	48.8
Day User 73.4	73.4	9.89	78.6	3.6	6.3	21.5	3.4	51.0	43.2	23.7	68.6 78.6 3.6 6.3 21.5 3.4 51.0 43.2 23.7 18.2 73.0 25.2	73.0	25.2

		ACTIVITIES PARTICIPATION (CON'T)	PARTICI	PATION (C	ON T)	
	Guided Walks	Displays	Staff Rec.	Staff Present. Fish Other	Fish	Other
Camper 10.8	10.8		13.1	26.7 13.1 17.7	32.0	ı
Day User 6.0	6.0	12.2	3.4	3.7	8.5 8.4	8.4

			A	CTIVITY	ACTIVITY SPENT MOST TIME AT	T TIME A					
	Relax	Swin	Fish	Walk	Sun- bathe	Hike	Sun- Relax Swim Fish Walk bathe Hike Canoe	Picnic	Casual Play	View Points Other	Other
Camper	32.6	13.6	8.6	8.4	9.9	6.2	5.5	32.6 13.6 8.6 8.4 6.6 6.2 5.5 4.8 1.7 1.3 10.7	1.7	1.3	10.7
Day User	14.5	27.7	1.7	2.9	18.6	5.7	1.5	14.5 27.7 1.7 2.9 18.6 5.7 1.5 14.1 2.5 1.3 9.4	2.5	1,3	9.4

	INTERPR	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE	KEATION JUATE
	Yes	No	Don't Know
Camper	36.3	11.2	52.4

Day User 39.5 6.0 54.6

				ACCONTODATION USED WHILE AT PARK	OW USED				
	Perm. Resid.	Perm. Prov. Hotel/ Resid. Campyrd. Notel	Hotel/	- 1	Friend/ Resort/ Relative Lodge	1	Cabin/ Private Cottage Cottage	Private Campgrd Other	Other
Day User	33.6	16.8	11.2	Day User 33.6 16.8 11.2 15.7 1.7	1.7	3.4	3.4 3.1	5.1 9.6	9.6
Camper	Not	Not Applicable	51e						

			REAS	ON FOR EN	REASON FOR ENJOYING VISIT	SIT										
	Quiet/ Relax	Camp- sites	Natural Setting Clean	Clean	Water Fac.	Walk/ Hike	Canoe/ Swim/ Sailing Beach	Swim/ Beach	Facil- ities	Wild- life	Frie- ndly	Other Picnic		Uncrow- ded	Good Weather	Clean Lake
Camper	see	follow	see following page													
Dav User		And the second second											5.4	5.4 1.8	1.7	6.5

			RECOUNT	RECOMMENDED INPROVEMENTS	OVERENTS						
	Leave as is	Picnic Area	Beach/ Swin	Boat Fac.	Trails	Nore rec.Interp. Programs Procs.	Infor- mation	Noise Control	Sani- tation	Other Facilities Showers	Showers
Camper	see	see following page	page								
Day User		see following page	page								

amper see following page					-		, ,	, ,	1
Camper see following page	Ö	-1	1-2	2-3	3-4	4->	2-0	+0	Wer.
	per	000	follo	שינאי	nade				
Day Hear 7 1 2 7 5 6 12.6 16.8 16.6 45.6 5.32	Ilser 7	1 1	2 7	5 6	12.6	16.8	16.6	45.6	5.32

Overall Percentages of Parks Surveyed - 1984

	Other
	Spray for Insects
S (COII T)	Animal
BLCOMBERDED INPROVERENTS (CORTT)	Fees/ Reg'ns
COLLIERIDED	Clean Canp- Urounds sites
	Clean Urounds
	Concess-

# Overall Percentages of Parks Surveyed - 1984

			TYPE OF EQUIPMENT USED	IPMENT USE	Q	
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
Camper	38.9		16.6 6.8 7.1 7	6.8	7.1	7.3
Day User	Not	Not Applicable	ole			

	. Motor	Home	1.5	
		Van	23.1	
IPMENT USED	Truck	Camper	80.00	
SECOND TYPE OF EQUI	Travel	Trailer	2.1	
SECOND T	Tent	Trailer	5.1	
		Tent	59.3	
			200	Calliber

_					
		Stafi	1.9		
		Clean Washrms Fishiny Staff	3.3	Q)	
		Clean Washrms	1.9 1.4 15.9 1.6 1.7 3.3	23.7 see next page	
		Other Showers	1.6	see n	
		- 1	15.9	23.7	
		Frie- ndly	1.4	1.4	
		Wild- life	1.9	1.2 1.4	
		Facil- ities	1.7		
		Walk/ Canoe/ Swim/ Hike Sailing Beach	4526 134 17	2.8 1.2 29.2 0.9	
		Canoe/ Sailing	2.6	1.2	
		Walk/ Hike	4.5	2.8	
	REASON FOR ENJOYING VISIT	Water Fac.	00	2.7	
	OR ENJOY	Clean	5.5	0.9	
	REASON F	Natural Setting Clean	10.2	11.2 6.0	
		Camp- sites	14.3	2.3	
		Quiet/ Relax	18.2	10.6	
			Camper 18.2 14.3 10.2 5.5	Day User 10.6 2.3	
			L		

	Showers	28.3	14.9	
	other Short Facilities Sh	2.6 11.3 11.5 28.3	2.4 11.9 7.2 14.9	
	Sanitatic	11.3	11.9	
i.	Noise Control	5.6	2.4	
	. Infor-		2.0	
	Interp. Progs.	6.1	1.9	
	Boat Nore rec. Interp. Fac. Trails Programs Progs.	4.7	1.7 2.5 6.0 1.9	
OVEMENTS	Trails	2.6	2.5	
ENDED IMPROVEMENTS	Boat Fac.	1.3	1.7	
RECOMMEN	Beach/ Swim	3.6	14.5	
	Picnic	1.5	7.3	
	Leave us is	4.7	7.8	
		Camper	Day User 7.8 7.3	

			rei rei	CTH OF	LENGTH OF STAY (NIGHTS)	IGHTS)		
	7	2	3	h-7	8-14	4-7 8-14 15-21	22+	Average
Camper	35.2	35.2 20.8 13.1	13.1	20.7 7.3	7.3	1.8	9.0	3.53
Day User	se	see preceding page	eding	page				

	RE	RECOMMENDED IMPROVEMENTS (CON'T)	IMPROVE	MENTS (CO)	(H.7	
Concess- ions	Clean Grounds	Camp- sites	Fees/ Reyins	Animal Control	Spray for Insects	Other
1.6	,1	7.8	1	1.4	2.1	7.0
4.6	1.8	2.2 2.4	2.4	ı	1	8.6



### Algonquin (1984)

### Day Use

### Users:

- families decreased to 53% while couples increased to 33%.
- the 25-44 age group was still largest at 38% while the l-14 group decreased almost 32% to 21%. In 1977 the l-14 and 25-44 groups each accounted for about 30% of day visitors, now there are almost twice as many 25-44 year olds as those l-14.
- those 45+ accounted for 28% of visitors compared to 21% in 1977.
- there were half as many 15-24 year olds as those 45+.
- average party size was 3.3.

### Extent of Use:

- 74% were previous visitors to the park, 40% (of that 74%) visited last year, and 26% camped.
- 41% used the park as a main destination, 45% as one of several destinations and 13% as a stop over.
- average length of stay was 5.3 hours in 1984, with 7% staying less than 1 hour.

The previous visitation data indicated that the return rate was average, but those visiting the park 2 years in succession (40%) was lower than the average of 70%.

### Activities and Use of Facilities:

- only 1% felt interpretive and recreation programs were inadequate, and 58% felt they were adequate.
- viewing/photographing plants and animals (58%), relaxing (43%), and visiting viewpoints (65%) had each increased at least 10% since 1977.
- the above activities, picnicking, swimming, hiking, walking/jogging, and displays each had participation rates above 30%.
- hiking was the activity that 34% spent the most time doing (compared to campers at 19%, and the overall average of 6%), sunbathing was low at 1% compared to the overall average of 19%.
- 86% of day visitors participated in either: guided walks, displays, staff recreation or staff presentations.

### Recommended Improvements:

- 22% recommended leaving the park as it was, and 13% wanted improvements to park information (an increase over 1977).
- 12% recommended improvements to recreation or interpretive programs.
- sanitation and showers were both mentioned by 9% of the visitors.

### Why Choose Park:

- the majority of day visitors selected Algonquin because it was close to their home (18%), past experience (13%), or the natural setting (11%).

### Expenditure:

- the average total expenditure of day visitors was \$206.62.
- this figure was almost three times the average amount for all other parks surveyed.

### Market Area:

- Central, Eastern and Algonquin Regions accounted for 66% of day visitors, with 13% from the border States.

- the local market was not as important as at most parks, but 18% chose the park because it was "close to home" (compared to the average of 32%), and only 3% were staying at their permanent residence (compared to the average of 34%).

- a total of 51% were staying at commercial accommodations.

### Marketing and Promotional Information:

-41% used the park as a main destination, and 45% as one of several destinations.

- 72% were aware of park advertisements, with 19% being influenced by them in their choice of park.

- 52% were aware of television advertisements and 41% of

magazines.

- 21% of day visitors were aware of special events (compared to 33% of campers), and 17% were influenced to visit (which is about the same as the overall average), 60% indicated they would be influenced by special events to visit in the future.

- 39% used facilities and attractions outside of the park including local attractions (12%), restaurants (24%), stores (12%), and towns and other parks, both 7%.

### Park Specific Topics:

- 30% of visitors used the park during off season mostly for hiking (32%), camping (14%), cross-country skiing (20%) and fishing (12%).

- 70% were satisfied with the level of security, those dissatisfied suggested too much noise (20%) and more

patrolling (60%).

- 92% agreed park facilities were well-maintained.

- those disagreeing suggested the washrooms unclean (14%), campgrounds unclean (14%), portage signs not visible (14%) and picnic tables not maintained (14%).

- the usual first self-guided trail used was Beaver Pond (20%), Whiskey Rapids (13%), Hardwood Lookout and Hemlock

Bluff (both 11%).

- the second self-guided trail was Spruce Bog (24%). Mizzy Lake and Western Uplands received no agreement.

- the first picnic area used was Lake of Two Rivers (63%), Tea Lake Dam (20%) and Canisbay (13%).
- the second picnic area used was Lake of Two Rivers (80%)

and Little Madawaska River 20%.

- other areas used included the museum (63%), portage store (14%) and Pioneer Logging Exhibit (9%).

	Family	Couple	Group	l'riends	Single	Other
1977	62.1	ŧ	0.3		1.0	2.2
1984	53.2		0.0	33.1 0.0 9.7 1.6	1.6	16

1-14         15-24         25-44         45-64         65+           1977         30.2         14.7         33.8         16.9         4.4           1984         20.6         14.0         37.8         20.8         6.8			AUE 1	AGE DISTRIBUTION		
30.2 14.7 33.8 20.6 14.0 37.8		1-14	15-24	25-44	45-64	+59
20.6 14.0 37.8	1977	30.2	14.7	33.8	16.9	4.4
	1984	20.6		37.8	20.8	8.9

CAMPED IN PARK LAST YEAK	NO	92.3	74.3	
CA4PED IN LAST YEAK	YES	7.7	60.4 25.7	
LAST	NO	62.3	60.4	
VISIT LAST YEAR	YES	37.7	39.6	
PREVIOUS VISIT TO PARK	NO	67.2 32.8	73.6 26.4	
TO PARK	YES	67.2	73.6	
		1977	1984	

	horth- West	North- Cent.	North	North- Horth East	Algon- quin	Algon- East- Cent- quin ern ral	Cent- ral	South- West
1977	0.0	0.0	0.2	0.9	0.0 0.2 0.9 9.3 9.8 51.3 9.4	9.8	51.3	9.6
1984	0.9	0.9 0.0 · 0.0 2.7 6.4 16.4 43.6 3.6	0.0	2.7	6.4	16.4	43.6	3.6

			PAH	PARTY SIZE	77		-	
1	2	က	7	3	9	7	3+	Aver.
1977 1,.0	25.3	14.1	1,0 25.3 14.1 27.3 14.6 8.3 3.5 5.8 4.0	14.6	8.3	3.5	5.8	4.0
1984 1.6	37.3	22.2	1.6 37.3 22.2 23.0 7.9 4.0 2.4 1.6 3.3	7.9	4.0	2.4	1.6	3.3

		EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	(% of total	average E OF PARK	-
	Fuel and Transport.		Food and Enter- Drink tainment	Hiscell- aneous	Niscell- Total aneous Aver.\$
1977	17.2	47.3 4.2	4.2	31.3	31.3 \$ 21.26
1984	12.2	29.7 13.2	13.2	44.8	44.8 \$281.27

	TYPE OF			HOLE OF		
	TRIP			THE PARK		
					One of	Stop-
	Weekend	Rekend Vacation Other	Other	Main Dest.	Several over	over
1977	1	1	-	1	1	ı
				41.3	45.2 13.5	13,5
1984	ı		_	C • + L	1	

		0	URICIN			
	Untario	Border Prov.	Other Canada	Border USA	Other USA	Other
1977	80.9 2.2	2.2	1,1	8.1	8.1 4.0 3.6	3.6
1984	73.6	73.6 1.8 1.8 12.7	1.8	12.7	3.6	3.6 6.4

Sun- Motor- Motor- Valk/ Picnic bathe Swim boat Canoe Hike Bike Jog	Casual	/ D.1		
bathe Swim		view/ Flay-	;	view-
	Play.	noto ground	Relax	points
1977 45.1 - 27.4 4.2 9.7 46.0 0.6 -	14.4	14.4 19.7 5.2 31.4 50.4	31.4	50.4
100, 100 01 4 31 7 4.0 16.8 52.4 0.0 40.0 11.1	0 11.1	57.9 4.8 42.9 65.1	42.9	65.1

	ther		7.3	
(L,No	Fish 0	7.5	7.9	
PATION (CO	Staff Present. Fish Other	33.7 7.5	23.0 7.9 7.3	
PARTICI	Staff Rec.	9.0	1.6	
ACTIVITIES PARTICIPATION (CON'T)	Displays	2.4 52.2	9.5 52.4	
	Guided	2.4	9.5	
		1977	1984	

Relax Swim Fish Walk bathe Hike Canoe Picnic Play   1977   7.9 8.4 2.8 31.6 5.6 7.4 1.3					
			Casual	ual View	
7.9 8.4 2.8	ke Canoe	Picnic	Play	Points	Other
	1.6 5.6	31.6 5.6 7.4 1.3 8.9 14.9	1.3	8.9	14.9
1984 7.3 7.3 3.6 5.5 0.9 33.6 9.1 6.4 0.0 7.3 19.1	3.6 9.1	6.4	0.0	7.3	19.1

INTERPRETIVE/RECREATION PROGRAMS ADEQUATE	Don't Know	0.9 41.2
ERPRETIVE/RECREATI PROGRAMS ADEQUATE	No	0.9
INTERPR	Yes	57.9
,		1984

				REASON	REASON FOR CHOOSING PARK	ING PARK					
	Close	Close ient	Recomme ended	Visiting Friends	General Interest	Past Exper-	Natural Setting	Visiting General Past Natural Clean/ Beach/ Friends Interest Exper. Setting Well Kept Swimming	Beach/ Swimming	Aquatic Rec.	Aquatic Facilities/ Rec. Rec. Opport.
1977	25.6	25.6 10.9 6.2	6.2	6.5	5.5	7.9	19.1	5.5 7.9 19.1 0.3 0.0 1.9 4.9	0.0	1.9	6.4
1984	17.9	17.9 6.0 9.4		11.1	6.8	12.8	11.1	11.1 6.8 12.8 11.1 0.0 0.0	0.0	ı	7.7

AWARE OF ADS         ADS INFLUERICE           CHOICE OF PARK           Yes         No           72.0         28.0           18.8         81.2	ADS INFI CHOICE OF No Yes.  O 28.0 18.8	No Yes  No Yes  18.8
No 28.0 18	No 28.0 18	AWARE OF ADS  Yes No 72.0 28.0 18
AWARE OF ADS  Yes No  72.0 28.0	AWARE OF ADS Yes No 72.0 28.0	Y
AWARE OF A Yes No 72.0 2	AWARE OF A Yes No	Y
AWARE Yes 72.0	AWARE Yes 72.0	X
		984

SPECIAL EVENTS ERCOUNGE FUTURE VISIT	Yes No	60.4 39.6
INFIJENCE OF SPECIAL EVENTS	Yes No	17.5 82.5
AWARE OF SPECIAL EVENTS	Yes No	20.3 79.7 17.5 82.5
		1984

	VISIT ALTRACILO OUTSIDE OF PARK	VISIT ATTRACTIONS OUTSIDE OF PARK
	YES	MO
1984	39.3	60.7

	TYPE OF	TOT PUT ACT	D AMAINE	70	
		News-	Lag-	Lag- Transit	0.4 box
T.V.	hadio	paper	azine	Sheleter	
52.0	28.5	38,2	40.7	40.7 8.1	18.2

ALGONQUIN - DAY VISITOR

## ALGONQUIN - DAY VISITOR

				ACCONTRODATION USED WHILE AT PARK	ION USED T PARK				
	Perm. Resid.	Prov. Hotel/ Campgrd. Motel	Hotel/ Motel	Friend/ Relative	Friend/ Resort/ Relative Lodge	Cabin/ Cottage	Private Cottage	Private Campurd Other	Other
1677	1	1	ŀ	1		1	1	1	1
786	3.0	7.0	21.0	3.0 7.0 21.0 22.0 8.0	8.0	16.0	16.0 10.0 6.0 7.0	0.9	7.0

			REASO	REASON FOR ENJOYING	>	ISIT										
	Quiet/ Relax	Quiet/ Camp-	Matural Setting Clean	Clean	Water Fac.	Walk/ Canoe/ Swim/ Hike Sailing Beach	oe/ s	Swin/ Seach	Facil- Wild- Frie- ities life ndly	Wild- life	Frie- ndly	Uncrow- Goo	U lic d	Incrow-	Good	Clean
1977	5.9	1		35.7 3.4 3.2		17.6 -		4.4 1.5	1.5	1	1.4	1.4 23.0 3.9	3.9	ı	1	ı
1984	6.4	3.7	4.9 3.7 25.2 1.2 2.5	1.2	2.5	11.7 4	. 9	3.7	0.0	8.0	9.0	11.7 4.9 3.7 0.0 8.0 0.6 31.3 2.5 2.5	2.5 2	5	2.5	1.2
						•										

			RECOGITEMENT	NDED LIP	COMPLEMES							
	Leave	Picnic	Beach/ Swim	Boat Fac.	Trails	More rec. Interp. Programs Progs.		Infor- mation	Moise	Sani- tation	Other Facilities S	Showers
1977			3.8	2.2	2.2 8.7			4.0	1.8	2.5	2.9	1
1984	22.2	7.4	0.0	3.7	3.7	3.7 3.7 5.6 5.6 13.0	9	13.0	0.0	9.3	0.0 9.3 3.7 9.3	9.3

	0-1	1-2	2-3	3-4	4-5	5-6	1-2 2-3 3-4 4-5 5-6 (,+ Aver.
1977	1	5.1	15.5	20.1	18.5	15.4	5.1 15.5 20.1 18.5 15.4 25.5 -
1984	6.7	0.8	2.5	19.2	16.7	15.8	6.7 0.8 2.5 19.2 16.7 15.8 45.0 5.3

	TH	COLLIENDED	RECONTENDED INPROVIDENTS (CON'T)	(CON'T)		
Concess-	Clean Canp- Grounds sites	Canp-	Fees/ Regins	Animal Control	Spray for Insects	Other
	0.5	1	1	1		29.2
5.6	1.9	0.0 3.7	3.7	1	-	5.6

### ALGONQUIN (1984)

### CAMPER

### Users:

- families were fairly constant at 50% while couples visitation increased 15% (to 38%) since 1978.
- the 25-44 age group remained largest and had increased 16% to 42% since 1978.
- the 1-14 group had increased slightly to 29% while the 15-24 group had decreased.
- average party size was 4.7 people which was up from 3.3 in 1976.

### Extent of Use:

- 66% were previous visitors which was an increase of 12% over 1978. 53% visited last year and 88% camped the previous year.
- vacation use was up to 85% with weekend use at 11%.
- the park was primarily a main destination (73%), which was up since 1978, and stopover visitation was down to 2%.
- the average length of stay was 5.5 nights, which was an increase of 1.6 nights since 1978.
- in 1978, 36% stayed either 1 or 2 nights, while in 1984, only 26% stayed 1 or 2 nights.

### Activities and Use of Facilities:

- 5% felt interpretive and recreation programs were inadequate, while 68% felt they were adequate.
- participation in picnicking (51%), canoeing (63%), hiking (79%), viewing or photographing plants and animals (77%), visiting viewpoints (79%), guided walks (27%), displays (67%), and staff presentations (53%) have each increased since 1978.
- the only activities with participation rates  $\frac{below}{30\%}$  were: motorboating, biking, playground, guided walks, and staff recreation.
- activities campers spent the most time doing were canoeing (24%), relaxing (21%), and hiking (19%).

### Camping Equipment Used:

- 56% used tents, and 25% used tent trailers in 1984.

### Recommended Improvements:

- almost 9% felt the park should be left as is.
- recommended improvements to the park consisted of showers (21%), sanitation (9%) and other facilities (10%).
- these figures were fairly constant with those in the 1978 survey.
- 90% felt the park facilities were well maintained while 9% felt some improvements could be made.
- of the 9%, the areas identified were unclean washrooms 49%, showers needed work 21% and campgrounds unclean.

### Why Choose Park:

- the majority of campers chose Algonquin because of good facilities/recreational opportunities (19%), past experience (16%) and the natural setting (16%).
- past experience was also a fairly important factor in selecting the park in the 1978 survey.

Expenditures:

- the total average expenditure per party within 40 km of the park was \$168.89 (highest in the province).
- most of the expenditure was for food and drink.

Market Area:

- 47% of the campers were from the Central Region of Ontario followed by the Eastern (13%) and Southwestern (10%) Regions.
- visitors from the U.S.A. accounted for 19% (12% of which were from border States).

Marketing and Promotional Information:

- most visitors were young families and couples.

- 77% were aware of park advertising and 18% of those were influenced by the ads in their choice of park.

- 60% were aware of TV ads, and 39% of newspapers and magazines.

- quite a few visitors (33%) were aware of special events and 13% of that 33% were influenced by special events to visit the park.

- 62% indicated that they would be influenced by special events to visit the park in the future.

- Algonquin was a main destination for 73%.

- 83% were on vacation trips.

- as indicated earlier, most people chose the park because of good facilities and recreation opportunities as well as the natural setting.

- 38% of users also visited facilities/attractions outside of the park including store/restaurant (36%), town (28%),

gas station (4%) and canoe rental (3%).

Park-Specific Topics:

- 23% of the visitors used the park off season when they partook in activities including hiking (25%), canoeing (23%), cross-country skiing (12.6%) and fishing (12%).
- over 80% were satisfied with the level of security.
- those dissatisfied suggested there were problems of too much noise (35%), more patrolling (35%), night patrol (16%) and dog control (7%).

- 90% agreed park facilities were well maintained. Those who disagreed said washrooms were unclean (49%), showers needed work (21%) and campgrounds were unclean.

- the most commonly used self guided trails included Lookout (18%), Beaverpond (17%), Spruce Bog (10%), and Highland (11%).

- the most used picnic areas were Lake of Two Rivers, Tea Lake Dam, Canisbay, and Little Madawaska.

 other areas used included the Museum, Two Rivers Store, Portage Store, Pioneer Logging Exhibit and the Information Centre.

	Figuri 1 V	Count	Group	Friends	Single	Other
978	51.4	1	0.5	1	2.3	0.5
984	49.9	38.1	1.0	8.9	1.3	1.3 0.8

3,3 4.7

1.9  $\sim$ 9

5.0 3.5

6.6 7.8

41.2 15.1 23.2

1978 1984

PARTY SIZE %

1.5

23.8

43.0 12.9

1-14 25.2	15-24 25-44 45-64 65+	25.5 36.4 11.6 1.3	17.0 42.1 10.3 2.0	
()	1-14	25.2	28.7	

	TO PARK %	VISIT %	VISIT LAST YEAR %	AST	CAIPED IN PAR LAST YEAK %	CAIPED IN PARK LAST YEAK %
	YES	NO	YES	110	YES	NO
1978	59.0 41.0	41.0	31.0	0.69	26.4	73.6
1984	66.2	33.8	52.7	47.3	88.0	12.0

	TO PARK %	NISIT %	VISIT LAST YEAR %	AST	CAIPED IN PARP LAST YEAR %	CAIPED IN PARK LAST YEAR %
	YES	NO	YES	011	YES	NO
1978	59.0 41.0	41.0	31.0	0.69	26.4	73.6
1984	66.2	33.8	52.7	47.3	88.0	88.0 12.0

		expendituates) nithing to har or then	N OF MITHER		
	Fuel and Transport.	Food and Enter- Drink tainner	Enter- tainment	liscell- Total aneous Aver.\$	otal er.\$
1978	25.5	49.6	5.0	19.8 \$38.40	3.40
1984	24.8	38.4	9.8	27.0 \$191.51	. 51

	TYPE OF			HOLE OF		
	"THIP %			THE PARK %	%	
					One of	Stop-
	"Jeekend	Vacation	Other	Main Dest.	Jain Dest. Several over	over
1978	17.8	79.4 3.6	3.6	66.2	27.0 6.8	8
1984	10.9	85.1 4.0	4.0	72.9	24.9 2.3	.3

		0	MICIN %			
	Onțario	Border Prov.	Other Canada	Border USA	Other	Other
1978	74.0 3.8	3.8	6.0	0.9 10.6	8.0	8.0 2.3
1984	75.4 1.9	1.9	9.0	0.6 11.9	6.9 3.3	3,3

South-West

45.3 46.7

11.9 12.8

4.2

0.8 0.7

Algon- East- Cent-quin ern ral

forth-Cent. North East

Horth-West

9.0 0.3

0.1 0.3

0 0

1978 1984

ORICIN BY M.H.R. REGION

## ALGONQUIN - CAMPER

	View-	1	79.1	
	le lax	80.3	90.2	
	Play-	4.4	77.3 6.8 90.2 79.1	
	View/ Photo	30.0 4.4 8	77.3	
	Casual	45.2	65.6 81.0 7.9 63.5 79.0 10.1 83.9 50.5	
	Walk/ Jor		83.9	
%	Bike	7.9	10.1	
IPATION	Hike	66.2	79.0	
S PARTIC	Canoe	51.6	63.5	
ACTIVITIES PARTICIPATION	Motor-	74.9 6.4 51.6 66.2 7.9 -	7.9	
A	Sign	74.9	81.0	
	Sun-		65.6	
	Picnic	36.0	51.5	
		1978	1984	

		ACTIVITIES PARTICIPATION (CON'T)	PARTICI	PATION (	CON'T)	
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1978	12.0	12.0 47.8	7.1	42.5	38.1	38.1 13.4
1984	27.0	27.0 67.3	15.4	52.9	41.1	1

			AC	YTIVITY :	SPENT MOS	ACTIVITY SPENT MOST TIME AT %	%				
					-uns				Casual	View	
	Kelax	Relax Swim	Fish	Fish Walk	bathe	Hike	Canoe	Picnic	Play	Points	Other
1978	25.7	25.7 12.5 8.0	8.0	1	ı	18.4	18.7	0.9	18.4 18.7 0.9 3.8	1.2 4.4	4.4
1984	20.7	6.3	5.8	5.0	1.6	18.9	24.1	20.7 6.3 5.8 5.0 1.6 18.9 24.1 3.1 0.5	0.5	2.6	11.3

%	ب	2
ECHEATIC	Don⁴t Know	26.5
LTERRETIVE/RECREATION PROGRATS ADEQUATE %	No	5.5
ILTERA PRO	Yes	68.1
		1984

				REASON	REASON FOR CHOOSING PANE %	NG PANK	%				
	Close	Conven- ient	Reconn- ended	Visiting Friends	General Interest	Past Exper.	Natural Settiny	Visiting General Past Natural Clean/ Friends Interest Exper. Setting Well Kept	Beach/ Swimming	Aquatic Rec.	Aquatic Facilities/ Rec. Rec. Opport.
1978	2.1	4.1	9.6	.6 1.0	7.0	10.7	18.9	7.0 10.7 18.9 2.1 2.7 7.7	2.7	7.7	17.2
1984	3.8 2.1	2.1	7.1	9.0	4.7	16.0	16.5	4.7 16.0 16.5 1.5 0.6 7.5	9.0	7.5	19.2

	REASON FOR	REASON FOR CHOOSING PARK (CON'T)	(L, NOO)
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1978	4.5	3.6	10.2
1984	13.3	0.9	6.2

	AWARE OF SPECIAL EVENTS Xes Ho	INFLUENCE OF SPECIAL EVENTS % Yes No	SPECIAL EVIJIES LINCOURAGE FUTURE VISIT % Yes Ho
1 984	2.70 8.28	12./ 8/.3	62.0 38.0

VISIT ALTRACTIONS OUTSIDE OF PARK % XES NO 1984 38.1, 61.9
--

		TYPE OF	TYPE OF ADVERTISIEG AWARE OF %	G AWARE	%	
			News-	1.8(,-	La <sub>0,-</sub> Transit	
	T.V.	hadio	paper	azine	Sheleter	Other
	_1	L	0000000	200	7 0	14 6
1084	59.3	72.0	23.6	33.6	000	

## ALGONQUIN -CAMPER

		Tent		Truck		Motor	
	Tent	Tent Trailer	Trailer (	Camper	Van	Поте	
	7.02				,		
1978	82.3	19.8	10.0 6.7 10.1 3.0	6.7	10.1	3.0	
1984	56,3	56.3 24.7	6.7	2.0	2.0 6.1 4.3	4.3	

		SECOND TYPE (	4	מלמין ושייון מיים	2	
		Tent	Travel	Truck		Motor
	Tent	Trailer	Trailer	Camper	Van	Нотве
1984	68.9 4.4	4.4	1.1	3,3	22.2	0.0

	Staff	2.0	0.7 2.5 0.4	
	Fishiny	-	2.5	
	Clean	1.6	0.7	
	Other Showers	12.9 -	19.6 -	
	Frie- ndly	1	1	
	Wild- life	1	7.1	
	Facil- ities	2.2	0.7	·
	Swim/ F Beach i	17.2 2.2	11.2 10.8 4.3 0.7 7.1	
	Walk/ Canoe/ Hike Sailing	11.3 -	10.8	
%	Walk/ Hike	11.3	11.2	
REASON FOR ENJOYING VISIT %	Water Fac.	1.	1.9	
OR ENJOY	Clean	2.0	1.5	
REASON	ump- Natural Ites Setting Clean	1978 13.8 6.2 29.9 2.0	1984 13.0 7.2 15.9 1.5	
	Camp- sites	6.2	7.2	
	Quiet/ Relax	13,8	13.0	
		1978	1984	

Leave Picnic as is Area	Beach/ Boat Swim Fac.	Boat Fac.	Trails	Nore rec. Interp. Programs Programs	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other n Facilities	Showers
1978 8.6 1.3	1.6	1.6	4.6	3.0	3.9	2.8		0.6	0.9	- 1
1984 8.6 2.0	1.5	1.0	3.0	4.8 6.8	8.9	3.0	5.8	8.6	10.4	21.0

	2/1		~	7-4	8-14	4-7 8-14 15-21 22+	55+	Average
1978 14.7 21.1 17.0 32.3 14.8	.7 2	1.1	17.0	32.3	14.8			3.9
1984 9	.6 1	6.9	14.3	38.3	16.1	9,6 16,9 14,3 38,3 16,1 3,6 1.0 5.5	1.0	5.5

	K	RECOMMENDED IMPROVEMENTS (CON'T)	IMPROVE	MENTS (CO)	(T'N	
Concess- ions	Clean	Camp- sites	Fees/ Regins	Animal Control	Spray for Insects	Other
0.3	3.8	3.8 10.1	-	F		36.2
3.8	ı	4.6	1	2.5	2.3	10.1

### BLUE LAKE (1984)

### DAY USE

### Users:

- families represented 60% of visitors and have decreased only slightly since 1978.
- groups of friends increased to 17% and couples decreased slightly to 17%.
- the 25-44 age group was predominant at 37%, with those 1-14 at 34%, both showing little change since 1978.
- the 45-64 and 65 and over age groups both decreased.

### Extent of Use:

- 7.8% were previous visitors to the park which was an increase since 1978.
- of that 78%, 71% visited last year (an increase of 60%) and 35% camped.
- 54% used the park as a main destination in 1984 compared to the average of 69% for the parks surveyed.
- average length of stay in 1984 was 4.9 hours.
- 36% stayed longer than 6 hours in 1984 compared to 12% in 1978.
- the average party size was 4.8 compared to 4.3 in 1978.

### Activities and Use of Facilities:

- 34% of visitors felt that interpretive and recreation programs were adequate.
- picnicking, sunbathing, swimming, walking and relaxing all had participation rates above 50%.
- less than 16% of visitors indicated that they participated in either guided walks, displays, staff recreation or staff presentations.
- activities visitors spent the most time doing were swimming (33%), sunbathing (19%), picnicking (14%), and relaxing (10%).

### Recommended Improvements:

- 9% of visitors felt the park should be left as is.
- 16% recommended improvements to showers, 9% to sanitation and 16% to other facilities.
- cleaner grounds were recommended by 18% in 1978 and in 1984 no one made this recommendation.

### Why Choose Park:

- 19% chose the park because it was close to home while 19% selected Blue Lake because of past experience.
- the beach/swimming was another factor in the selection of this park (15%).

### Expenditure:

- the average total expenditure within 40 km of the park was \$98.87.
- this figure was slightly higher than the provincial average of \$73.64.

### Market Area:

- 56% of day visitors were from the Northwestern Region of Ontario.
- a total of 68% were from Ontario and 18% from the border provinces (Manitoba).
- the local market was important because it was "close to home" and 36% were staying at their permanent residence.

### Marketing and Promotional Information:

- 58% used the park as a main destination compared to the average of 69%.
- local hotels/motels (10%), private campgrounds (69%) and other provincial campgrounds (8%) were used as accommodation while visiting the park.
- 57% were aware of park advertising compared to the average of 68%.
- 10% were influenced by the advertisements in their choice of park, compared to the average of 15%.
- 57% were aware of television advertisements. 39% of newspaper and 35% of magazines.
- 17% were aware of special events and 23% of these were
- influenced by them to visit the park. 76% indicated that they would be encouraged by special events to visit the park in the future.
- 39% visited attractions and facilities outside of the park including stores (25%), town (10%), and local attractions (10%).

Perm. Prov.   Hotel   Friend   Resort   Cabin   Private   Private   Campgrd   Other   1978					ACCONTODATION USED WHILE AT PARK	ION USED F PARK				
36.0 8.0 10.0 22.0 0.0		Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
36.0 8.0 10.0 22.0 0.0	1978	ı	1	t	1	1	1	1	ı	1
	1984	36.0	8.0	10.0	22.0	0.0	4.0	0.9	0.9	8.0

Walk/ Canoe/ Swim/ Facil- Nike Sailing Beach ities	1k/ ke		Wuter Fac.	Natural Water Setting Clean Fac.	Wuter Fac.
- 21.7 3.0	7	.8 1.7		19.6 1.7 2.8 1.	
1.3 0.0 44.3 2.5 0.0 0.0 15.2 3.8 0.0	3				1984 13.9 0.0 8.9 5.1 0.0 1

Boach/Swin         Boat         Programs Progs.         Information         Information         Control         Control         Control         Facilities         Showers           17.2         1.4         7.3         1.4         0.0         0.0         4.4         5.9         1.4         -           6.3         0.0         3.1         0.0         0.0         0.0         9.4         15.6         15.6									DED THEROVETENTS	NDED LIP	KECOMITE	
1.4     7.3     1.4     0.0     0.0     4.4     5.9       0.0     3.1     0.0     0.0     0.0     9.4	ies Shor	Other Facilities		San	Noise Control	Infor- ration	c.Interp. s Progs.	Nore re-		Boat Fac.		Picnic Area
0.0 3.1 0.0 0.0 0.0 0.0	3	1.4		5.	4.4		0.0	1.4	7.3	1.4		4.3
	15.6	15.6	.4	ĺ	0.0	0.0	0.0	0.0	3.1	0.0	6.3	9.4 6.3 6.3

			LENGT	JENGTH OF STAI (HOURS	CAUCHI) I			
	0-1	1-2	2-3	1-2 2-3 3-4 4-5 5-6 6+ 6 6r.	4-5	5-6	+9	Aver
1978	1.6	11.6 25.3 22.1 12.2 15.0 12.3	25.3	22.1	12.2	15.0	12.3	1
1984	9.8		3,3	3.3 3.3 16.4 23.0 18.0 36.1 4.9	23.0	18.0	36.1	4.9

Concess- ions	Clean	Cang- sites	Fees/ Regins	Animal	Spray for Insects	Other
	17.8		1	1		
	0.0 3.1		0.0	1	1	31.3

	Close	Close ient	Recomm- ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Visiting General Past Natural Clean/ Friends Interest Exper. Settiny Well Kept	Beach/ Swimming'	Aquatic	Beach/ Aquatic Facilities/
8/61	13.4	12.9	11.1	14.1	6.5	14.9	6.2	1.2	9 0 1 3	1 3	3 8
1 984	19.4	19.4 11.3	8.1	3.2	3.2 0.0 19.4 1.6 3.2	19.4	1.6	3.2	14.5		0. 4
											0.4

	(CON,I)	Prefer Prov. Park Other	5.0	9.7	
	PARK	Park			
	CHOOSING	Prefer Prov. ]	0.0	1	
	REASON FOR CHOOSING PARK (CON'T)	Quiet/ Uncrowded	9.0	4.8	
			1978	1984	
1					

CE KK		.7
ADS INFLUENCE	P,o	89.7
ADS 1 CHOICE	Yes	10.3
F ADS	No	43.1
AWARE OF ADS	Yes	56.9
		1984
		,

76.3 23.7	22.7 77.3	16.7 83.3	1984
Yes No	Yes No	Yes IIo	
LHCOURAGE FUTURE VISIT	SPECIAL EVENTS	SPECIAL EVENTS	
SPECIAL SVETTS	INFLUENCE OF	AWARE OF	

		TIPE OF	ADVENILLE AWARE OF	ANAMED OF	10	
	>	Kadio	News-	Ľag− azine	Fag- Transit azine Sheleter	Other
	59.5	37.8	45 9 32 4	32 4	α 1	26.3
1984	)	)				20.0

		5		Motor				Walk/	Casual	View/	Play-		View-
	Picnic	bathe	Swim	boat	Swim boat Canoe	Hike	Bike	Hike Bike Jog 1	Р1ау	Photo	Photo ground Relax points	Kelax	points
1978	64.7	1	80.8	3.2	80.8 3.2 18.0 16.4 5.2	16.4	5.2	1	1	5.0	5.0 28.3 62.6 12.7	62.6	12.7
1984	66.2	78.5	87.7	3.1	9.4	14.1	4.7	53.1	37.5	12.7	.2 78.5 87.7 3.1 9.4 14.1 4.7 53.1 37.5 12.7 43.8 76.6 15.6	9.97	15.6

		ACTIVITIES PARTICIPATION (CON'T)	PARTICI	PATION (	CON'T)	
	Guided	Displays	Staff Rec.	Staff Present. Fish Other	Fish	Other
1978	0.0	5.6	2.7	2.0 6.4	6.4	- 1
1984	4.6	9,4	0.0	1.6	4.7	1

					-uns				Casual	View	
	Relax	Swim	Fish	Fish Walk	bathe	- 1	Hike Canoe	Picnic	Picnic Play	Points Other	Other
1978	17.9 39.4 0.0 3.6	39.4	0.0	3.6	1	2.8	2.8 0.5	24,4 5,4	5.4	0.0	6.4
1984	10.5	33,3	0.0	3.5	19.3	3.5	10.5 33.3 0.0 3.5 19.3 3.5 0.0		3,5	0.0 12.3	12.3

INTERPRETIVE/RECREATION PROGRAMS ADEQUATE	Don't Know	58.2
ERPRETIVE/RECREAT PROGRAMS ADEQUATE	No	7.3
INTERP	Yes	34.5
		1984

ţ	2	¢	
	Ę		

			TYPE OF PARTY	ARTY		
	Family	Couple	Group	Friends	Single	Other
1978	62.5	19.3 0.7	0.7	7.9	7.4 2.3	2.3
1984	0.09	16.9 0.0	0.0	16.9	6.2 0.0	0.0

	65+	4.9	1.5	
	45-64	13.1	9.6	
AGE DISTRIBUTION	25-44	33.9	37.2	
AGE D	15-2h	13.8	17.6	
-	1-14	34.3	34.1	
		1978	1984	

	PREVIOUS VISIT TO PARK	VISIT	VISIT LAST YEAR	LAST	CAMPED LAST Y	CAMPED IN PARK LAST YEAR
	YES	NO	YES	110	YES	NO
1978	67.7	32.3	44.2	55.8	24.7	75.3
1984	78.5	21.5	9.07	70.6 29.4	35.0	65.0

		-					
YES	NO	YES		10	YES	NO	
67.7	32.3	44.			24.7	75.3	8
78.5	21.5	70.			35.0	65.0	0
					-		
		ORICIN	BY M.N.	R. REGIC	20		
North-			Horth	Altjon-	East-	Cent-	South-
West	Cent.	North	East	quin	ern	ral	West
52.8	7.2	0.0	1.4	0.0		2.1	2.1
56.5	6.5	0.0	0.0	0.0	0.0	4.8	0.0
	Mest 55.8 55.8 55.8 55.8 56.5	3 3 3 3 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	32.3 21.5 21.5 h- North- Cent. 3 7.2 5 6.5	32.3 44.2 55.8 24.7 21.5 70.6 29.4 35.0  n- North- Horth Align- East- Cent. North East quin ern ra 3 7.2 0.0 1.4 0.0 0.0 2. 5 6.5 0.0 0.0 0.0 0.0 4.			

			TUTO TIME			
1 2	m	14	9	7	÷ S	Aver.
1978 5.7 21.	5.7 21.2 14.0 23.4 11.9 10.7 2.8 10.2 4.3	3.4	11.9	10.7 2	.8 10.2	4.3
1984 4.5 21.	4.5 21.2 10.6 27.3 9.1 12.1 7.6 7.6 4.8	27.3	9.1	12.17	.6 7.6	4.8

average M OF PARK	fiscell- Total aneous Aver.\$	72.4 \$30.15	32.5 \$173.09	
EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	Food and Enter- Drink tainment	0.4	21.3	
(PENDITURES (penditures)	Food and Enter- Drink tainner	17.1 0.4	32.6 21.3	
<b>⊕ 0</b>	Fuel and Transport.	10.0	13,6	
		1978	1984	

26.2	20.0 26.2	53.8	1	1	1	1984
1	. 1	ŀ	,	ı	1	1978
Stop- over	One of Stop- Several over	Main Dest.	Other	Weekend Vacation Other	Weekend	
		ROLE OF THE PARK			TYPE OF	
		EO 11 108			also eletivin	

		0	MIGIN			
	Untario	Border Prov.	Other Canada	Border USA	Other	Other
1978	65.6	24.8	24.8 6.2 0.7	0.7	2.1	0.7
1984	67.8	17.7		3.2	4.8 3.2 4.8 1.6	1.6

### BLUE LAKE (1984)

### CAMPER

### Users:

- family groups decreased in 1978 but in 1984 increased to its original level at 67%.
- a fairly steady increase in couples to 25% with a decrease in the number of groups of friends to 5%.
- those of the ages 1-14 decreased in 1978, but increased to 35% in 1984.
- the age group 15-24 decreased to 11% in 1984, while those over 45 increased slightly.
- the 25-44 age group remained largest and stable at 38%.
- average party size was 3.7 persons in 1984 which shows little change since 1978.

### Extent of Use:

- 59% were previous visitors to the park which was an increase since 1978.
- 65% visited the previous year (a 200% increase over 1978).
- 93% of those who visited the previous year camped.
- weekend trips had decreased to 12% and vacation trips had increased to 84%.
- main destination visitation decreased between 1975 and 1978 but had increased in 1984 to represent 58% of visitation.
- stopovers increased from 1975 to 1978 and have now decreased to 20% of visitation.
- average length of stay was 5.2 nights in 1984 compared to 2.3 nights in 1978.
- 20% stayed for only 1 night in 1984 compared to 45% in 1975 and 55% in 1978.
- the previous visitation data showed those who visited two years in succession increased since 1978 to 65%, compared to the average for all parks surveyed of 59%.

### Activities and Use of Facilities:

- relaxing (29%), swimming (29%), sunbathing (11%) and walking (10%) were the activities campers spent the most time doing.
- the majority of activities had participation rates above 30%.
- 28% of visitors agreed interpretive and recreation programs were adequate.
- guided walks (9%) and staff recreation (12%) had the lowest participation rates.

### Camping Equipment Used:

- 29% used a tent trailer as a first piece of equipment and 26% used a tent.

Recommended Improvements:

- 14% recommended improvements to showers and 14% to sanitation.
- other recommendations included campsites (13%), other facilities (12%) and interpretive programs (9%).
- 5% indicated leave park as is, compared to 14% in 1975.

### Why Choose Park:

- 16% chose the park because of the beach/swimming and 13% because of the facilities and recreation opportunities.
- the highest percentage (19%) chose Blue Lake because it was recommended by friends. This was the highest overall percentage of all parks surveyed.
- 16% chose the park on the basis of past experience.

### Expenditures:

- the average total expenditure within 40 kms for this park was \$163.72 which was above the provincial average.
- of this figure, the majority was spent on food and drink.

### Market Area:

- the target market continued to be young families.
- North Central (18%) and Northwestern (12%) Ontario was the origin of most visitors.
- 47% were from the border provinces (Manitoba) which was an increase from 1978.
- 5% were from the border States.

- 58% used the park as a main destination and 84% were on a vacation-type trip.
- 74% were aware of park advertising and 16% were influenced by this in their choice of park.
- 70% were aware of television advertisements, 44% of magazines and newspapers, and 35% of the radio.
- 19% were aware of special events and 8% of these were influenced by these events to visit the park.
- 66% indicated that they would be encouraged by special events to visit the park in the future.
- 52% of the campers visited facilities and attractions outside of the park, including stores/restaurants (23%), town (23%), showers (7%), fishing (7%) and laundry (5%).

1975	Picnic 21.2 39.1	Sun- nic bathe	Swim 72.4 63.2	ACTIVITIES FARTICIPATION Notor- boat Canoe Hike 11.7 13.8 33.0 10.9 13.9 38.4	Canoe 13.8	Hike 33.0	Bike 8.1	Walk/ Jog	casual Play 45 3	View/ Photo	Play-ground	ACTIVITIES LAWTICIPATION  Notor- Swim boat Canoe Hike Bike Jog Play Photo ground Belax Point  72.4 11.7 13.8 33.0 8.1 - 45.3 19.9 26.6 71.4 21.6  63.2 10.9 13.9 38.4 11.1 - 41.8 13.9 25.9 75.2 19.8	Sun- Sun- Notor- Notor-  Sun- Notor-  Notor-
1984	39.4	39,4 72,5 84,9 13,8 25,4 56,7 20,9 86,6 58,5 45,8 47,5 92,3 48,6	84.9	13.8	25.4	56.7	20.9	86.6	58.5	45.8	47.5	92 3	48.6

	7	ACTIVITIES PARTICIPATION (CON'T)	PARTIC	IPATION (C	(L, NO	
	Guided Walks	Guided Walks Displays	Staff Rec.	Staff Present. Fish	Fish	Other
1975	5.8	5.8 5.4	1	25.4 16.9	16.9	1
1978	2.2	2.2 9.7	1.9	1.9 17.8 16.2	16.2	1
1984	8.5	8.5 25.4	11.7	28.9	26.5	1

			AC	TIVITY	ACTIVITY SPENT MOST TIME AT	P TIME AT					
	Relax	Swim	Fish Walk	Walk	Sun- bathe	Ніке	Hike Canoc	Picnic	Casual Play	View Foints Other	Other
1975	ı	1		1	1	1	1	1	1	ł	1
1978	39.8	39.8 20.4 3.3	3.3	1	1	6.4	1.7	1.3	7.0	0.0 5.3	5,3
1984	29.4	29.4	2.2	6.7	29.4 29.4 2.2 9.7 10.8 3.3	3.3	1.9	1.9 3.3	2.2		7.4

HTTERTRETIVE/RECHEATION PHOGRARS ADE UNTE	Don't No Know	27, 0 7,7
INTERFE	Yes	7 7 5
		107

				REASON	REASON FOR CHOOSING PARK	ING PARK					
	Close	Conven- ient	Recomme ended		General Interest	Past Exper.	Natural Setting	Visiting General Past Natural Clean/ Friends Interest Exper. Setting Well Rept	Beach/ Swimming	Aquatic Rec.	Beach/ Aquatic Facilities/ Swlumning Rec. Rec. Opport.
1975	5.9	5.9 22.7	21.2	21.2 2.1	2.1	9.5	2.1 9.5 4.9 1.3	1.3	12.1	2.5	6.4
1978	3.0	3.0 21.8	15.2	15.2 3.4	2.5	8.9	2.5 8.9 7.4 3.8	3.8	8.7	8.7 3.6 6.3	6.3
1984	3.6	3.6 7.2	19.5 2.4	2.4	6.0	15.9	0.9 15.9 2.1 1.8	1.8	16.2	16.2 1.5 12.9	12.9

32

	REASON FOR	REASON FOR CHOOSING PARK (CON'T)	(L, NOO)
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1975	9.0	7.4	1.3
1978	2.1	6.5	6.8
1984	8.7	1.5	6.0

AWARE OF ADS CHOICE OF PARK	Yes No Yes ho	73.9 26.1 15.9 84.1
-----------------------------	---------------	---------------------

SPECIAL EVERTS ERCOURAGE FUTURE VISTE	Yes Lo	65.8 34.2
INFLUENCE OF SPECIAL EVEITS	Yes No	7.8 92.2
AWARE OF SPECIAL EVENTS	Yes 110	19.2 80.8
		1984

	VISIT ATTRACTION OUTSIDE OF PARK	VISIT ATTRACTIONS OUTSIDE OF PARK
	YES	MO
1984	52.0	48.0

Nev			
	Nevs-	Lag- Transit	
T.V. Ladio pal	paper a	azine She	leter Other

			TIPE OF EQUIPMENT USED	Triabili Con	2	
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor
1975	ı	ı	8	ı	1	1
1978	33.0	33.0 26.1	19.9	13.3 12.8 5.3	12.8	5.3
1984	26.4	29.5	23.6	5.2	5.2 6.9 8.7	8.7

Tent				
	Travel		Motor	sor
Tent Trailer		Camper	Van Hor	Je.

REASON FOR ENJOYING VISIT	Quiet/ Camp- Matural Water Walk/ Canoe/ Swim/ Facil- Wild- Frie- Clean Staff Staff Relax sites Setting Clean Fac. Hike Sailing Beach ities life ndly Other Showers Washrms Fishing Staff		15.2 10.3 24.7 5.2 - 2.1 - 20.4 4.1 11.4 - 2.1 - 4.2	11.7 13.1 6.6 7.2 0.4 2.2 0.6 28.0 3.2 0.0 1.0 20.0 1.8 1.2 1.4 1.0
	uiet/ Ce elax si	1	15.2	11.7
	بند س	1975	1978	. 1984

			RECOMMENDED IN	NDED IMPR	OVERIENTS	,						
	Leave as is	Picnic Area	Beach/ Boat Swim Fac.	Boat Fac.	Trails	Hore rec. Interp. Programs Progs.	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities	Showers
1975	14.5 0.3	0.3	0.9 2.9	2.9	2.0	2.0 2.0	2.0	0.3	11.0	34.5	14.8	
1978	12.4 0.0	0.0	1.8 2.0	2.0	1.5	4.6	3.8	2.5	4.3	18.5	2.0	1
1984	5.0	5.0 1.2	0.0 0.3	0.3	9.4	4.6 9.3	9.3	1.9	4.6	14.2	12,1	14.2

			77.	NGTH OF	LENGTH OF STAY (NICHTS)	(ICHTS)		
		27	27	h-7	8-14	15-21	+22+	4-7 8-14 15-21 22+ Average
1975	45.5	19.6	15.3	45.5 19.6 15.3 13.8 5.7	5.7	1	1	1
1978	55.4	16.6	9.5	55.4 16.6 9.5 12.0 6.5	6.5	1	1	2.3
1984	19.6	16.0	14.6	29.5	14.2	19.6 16.0 14.6 29.5 14.2 5.0 1.1 5.2	1,1	5.2

	R	RECOMMENDED IMPROVEMENTS (CON'T)	IMPROVE	MENTS (CON	(T)	
Concess- ions	Clean	Camp- sites	Fees/ Regins	Animal	Spray for Insects	Other
0.3	1.4	7.5	1	1	I	5.5
0.5	0.5 12.4	12.4	•	ı	ı	31.7
0.0	1.	13.3	ı	3.1	3.7 7.7	7.7

			TYPE OF PARITY	ARTY		
	hamily	Couple	Group	l'riends	Single	Other
1975	66.1	66.1 20.2	0.3	10.7	ı	2.6
1978	6.09	60.9 28.5	0.3	7.3	3.1	0.0
1984	67.2 25.4	25.4	0.3	5.2	1.7	0.0

	AGE	AGE DISTRIBUTION	,	
1-14	15-24	25-44	45-64	65+
35.0	16.2	37.6	9.7	1.5
27.6	16.9	35.2	15.1	5.1
35.4	10.9	37.9	37.9 13.3	2.5

	PREVIOUS TO PARK	PREVIOUS VISIT TO PARK	VISIT LAST YEAR	LAST	CAMPED LAST Y	CALSPED IN PARK LAST YEAR
	YES	NO	YES	NO	YES	NO
1975	39.9	39.9 60.1	ı	ı	ı	1
1978	37.7	37.7 62.6	20.8	79.2	19.8	80.2
1984	58.7	58.7 41.3	9.49	35.4	93.3	6.7

			ORIGIN	BY M. W.	ORIGIN BY M.N.R. REGION	=		
	North- West	North- Cent.	North	Horth East	Morth- Horth East guin ern ral West	East- ern	Cent-	South- West
1975	1	1	ł	ı	ı	1	1	I
1978	7.0	11.4	1.0	1.6	11.4 1.0 1.6 0.6 5.1 9.3 5.6	5.1	9.3	5.6
1984	11.6 18.5 0.0 1.1 0.4 2.5 3.6 0.5	18.5	0.0	1.1	0.4	2.5	3.6	0.5

				PAR	PARTY SIZE				
	-	23	~	77	5	9	7	3+	Aver.
1975	2,0	2,0 26.5 16.3 26.5 16.6 6.9 3.3 1.0	16.3	26.5	16.6	6.9	3.3	1.0	1
1978	3,1	3.1 32.6 14.0 20.7 15.8 8.8 2.3 2.6 3.6	14.0	20.7	15.8	8	2.3	2.6	3.6
1984	1.7	1,7 28,4 11,8 35,3 13,8 5,9 0,3 2,8 3,7	11	35 3	13.8	5	0	α	2 7

	∰ <b>6</b>	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PAR	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	average M OF PARK	
	Fuel and Transport.	Food and Enter- Drink tainner	Food and Enter- Drink tainment	Miscell- aneous	Total Aver.\$
1975				1	-
1978	27.0	50.0 5.7	5,7	17.3	17.3 \$ 27.44
1984	25.0	39.3 10.3	10.3	25.4	25.4 \$196.31

	TYPE OF			HOLE OF		
	TRIP			THE PARK		
	_				One of	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest.	Several over	over
1975	26.6	26.6 61.1 12.3	12.3	41.8	18.5 39.7	39.7
1978	14.3	14.3 81.3 4.4	4.4	28.1	22.6 49.4	4.64
1984	12.1	83.8	4.1	58.0	22.0 19.9	19.9

		0	ORIGIN			
	Ontario	Border Prov.	Other	Border USA	Other USA	Other
1975	47.3	-	40.1	1	10.8	10.8 1.4
1978	41.9	34.9	8.5	8.5 5.7	7.2	7.2 1.3
1984	38.2	6.95	5.8	5.8 5.1	3.6	3.6 0.4

### CHUTES (1984)

### DAY USE

(comparison with a previous year not available)

### Users:

- 47% of the park visitors were families and 40% were couples.

- the average party was composed of 3 people with the largest proportion (41%), being groups of two.

- 38% were of the age group 25-44 and 25% were between the ages of 1-14.

### Extent of Use:

- 66% of users had previously visited the park. Of these, 35% had been in the previous year.

- the average length of stay was 3.0 hours.

- 44% of the visitors stayed in a hotel/motel, 20% at their permanent residence and 18% at provincial campgrounds.

- 69% indicated that the Chutes was used as a stopover and only 16% as a main destination.

### Activities and Use of Facilities:

- the following activities had participation rates of over 50%: picnicking (74%), swimming (56%), and viewpoints/ lookouts (53%).

- guided walks, staff recreation and staff presentation all

had participation rates below 4%.

- the majority of visitors time was spent picnicking (29%). swimming (20%), hiking (18%) and relaxing (13%).

### Recommended Improvements:

- only 5% of visitors felt the park should be left as it is.

- recommended improvements included beach (32%), picnic areas (11%), trails (11%), sanitation (11%), and showers (11%).

### Why Choose Park:

- over 50% of the visitors chose the park because it was convenient, 9% said it was close to residence, 7% natural. setting, and 7% recommended by friends.

### Expenditures:

- the average total expenditure was \$53.49 with 60% of the

visitors spending less than \$30.00.

- the majority was spent on food and drink followed by fuel and transportation.

### Market Area:

- 50% of visitors were from the Northeastern and Central Regions of Ontario.
- 38% of visitors were from the U.S.A.

- 73% of visitors were aware of park advertising, mostly from television (42%) and magazine (35%) sources.
- 78% indicated that advertising did not influence their choice of parks.
- 91% were unaware of special events and 96% indicated they were not influenced by them.
- 64% said that special events may encourage them to visit in the future.
- 22% of the respondents visited attractions and facilities outside of the park including restaurants(18%), town (9%), stores (9%), other parks (9%), museum (9%), picnic sites (9%) and golf course (9%).

	Aquatic Facilities/ Rec. Rec. Opport.	4.3	
	Aquatic Rec.	0.0	
	Beach/ Swimming	2.2 0.0 4.3	
	Visiting General Past Natural Clean/ Beach/ Friends Interest Exper. Setting Well Kept Swimming		-
(%)	Natural Setting	6.5	
NG PARK	Past Exper.	4.3	
REASON FOR CHOOSING PARK	General Interest	4.3	
REASON	Visiting Friends	6.5 0.0 4.3 4.3 6.5 · 0.0	
	Recomm- ended	6.5	
	Conven- Close ient	8.7 54.3	
	Close	8.7	
		1984	

(%) Other	8.6	
REASON FOR CHOOSING PARK (COHIT) (wlet/ Prefer Uncrowded Prov. Fark Other	0.0	
RFASON FOR Quiet/ Uncrowded	0.0 0.0	
	1984	

	AWARE OF ADS (%)		ADS INFLUENCE CHOICE OF PARK (%)	UENCE PARK (%)
	Yes No		Yes	No
1984	73.1	26.9	22.5	77.5

63.6 36.4	96.4		90.7	9.3	1984
Yes (%) <sub>No</sub> (%)	Yes (%) No (%)	Yes (%)	(%) of	Yes(%) No (%)	•
SPECIAL EVENTS ENCOURAGE FUTURE VISIT	EVENTS	INFLUENCE OF SPECIAL EVENTS	SVENTS	AWARE OF SPECIAL EVENTS	
SPECIAL EVENTS	E OF	TNFLIER		AWARE OF	

	VISIT A	VISIT ATTRACTIONS OUTSIDE OF PARK
	YES	(%) ON
1984	21.6	6 78.4

(/6)				
	News-	P.a.g.	Mag- Transit	
T.v. /0/ Radio	- 1	azine	Sheleter	Other

Family Couple 46.7 40.0				
	dno l	Group Friends	Sinule	Other
	1.7	5.0	6.7 0.0	0.0

Aver.

8.2 41.0 13.1 24.6 9.8 3.3 0.0 0.0

1984

PARETY SIZE

	65+	11.6	
	45-64	16.0	
AGE DISTRIBUTION .	25-44	38.1	
AGE D	15-24	9.4	
	1-14	24.9	
		1984	

	PREVIOUS VISIT TO PARK	VISIT	VISIT LAST YEAR	LAST	CAMPEI LAST	CAMPED IN PARK LAST YEAR
	YES	NO	YES	NO	YES	NO
1984	34.4	65.6	35.3	35.3 64.7	0.0	0.0 100.0
٠						

			ORICIN	ORICIN BY M.N.R. RECTON	. RECTO	>		
	North- West	North- North- North Algon- East- Cent- South- West Cent. North East quin ern ral West	North	North	Algon- quin	East-	Cent-	South-
1984	0.0	0.0 0.0 0.0 28.0 0.0 4.0 22.0 4.0	0.0	28.0	0.0	4.0	22.0	0.4.0

	e Ex	(PENDITURES)	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	average H OF PARK	
	Fuel and Transport.	Food and Enter- Drink tainment	Enter- tainment	Miscell, Total	Total Aver.\$
1984	18.1	47.9 1.7	1.7	32.4	32.4 82.80

	TYPE OF			HOLE OF		
	THIP			THE PARK		
					One of	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest. Several over	Several	over
1984	1	1	1	16.4	14.5 69.	69.1
		•				

		0	ORIGIN			
,	Ontario	Border Prov.	Other	Border	Other USA	Other
1984	58.0	0.0	58.0 0.0 2.0	22.0	22.0 16.0 2.0	2.0

	Other	5.9	
	Private Campgrd		
	Private Cottage		
	Cabin/ Cottage	2.9	
ON USED	Resort/ Lodge	0.0	
ACCOPMODATION USED WHILE AT PARK	Friend/ Relative	2.9 0.0	
	Hotel/ Motel	44.1	
	Prov. Campurd.	17.6	
	Perm. Resid.	20.6	
		1984	

	Clean	1.5		
	Good Weather	1		
	Uncrow	1.5		
	ther Picnic	25.4 7.5		
	Frie- ndly	0.0		
	Wild- life	0.0		
	Walk/ Canoe/ Swim/ Facil- Wild- Hike Sailing Beach itles life	0.0 1.5 11.9 0.0 0.0 0.0		
	Swim/ Beach	11.9		
	Canoe/ Sailing	1.5		
1.79	Walk/ Hike	0.0		
OITMC ATS	Water Fac.	- 1		
REASON FOR ENJOITING VISIT	Clean	7.5		
READ	Matural Setting Clean	11.9 0.0 13.4 7.5 20.9		
	Camp- sites	0.0		
	Quiet/ Camp- Rclax sites	11.9		
		1984		

Leave         Picnic         Beach/Boat         More rec. Interp.         Infor-Inise         Noise         Sani-Other           as is         Area         Swim         Fac.         Trails         Programs Progs.         mation         Control         tation         Facilities           5.3         10.5         31.6         5.3         10.5         5.3	Leave Piculc Beach/ Hoat More rec.Interp. Infor- Noise Sani- ns is Area Swim Fac. Trails Programs Progs. mation Control tation 5.3 10.5 31.6 5.3 10.5 0.0 0.0 0.0 0.0 10.5				* KECOMMENDED	IDED THE	COVERIENTS							
5.3 10.5 31.6 5.3 10.5 0.0 0.0 0.0 0.0 10.5 5.3	5.3 10.5 31.6 5.3 10.5 0.0 0.0 0.0 0.0 10.5 5.3		Leave as is	Picnic Area	Beach/ Swim	Hoat Fac.	Trails	Nore rec. In Programs Pr	nterp.		Noise Control	Sani- tation	Other Facilities	Showers
		984	5.3	10.5	31.6	5.3	10.5	0.0	0.0	0.0		10.5	5.3	10.5

0-1 1-2 2-3 3-4 4-5 5-6 6+ Aver.	2	2-3	3-4	4-5	5-6	+9	Aver.
1984   13.0 18.5 27.8 25.9 7.4 9.3 11.1 3.0	8.5	27.8	25.9	7.4	9.3	11.1	3.0

Concess-	Clean	Camp- sites	lees/ Regins	Camp- Nees/ Animal sites Regins Control	Spray for Insects	Other
0.0	5,3	5.3 0.0 0.0	0.0	0.0	0.0	5.3

			AC	ACTIVITIES PARTICIPATIO	S PARTIC	IPATICN							
	Picnic	Sun- buthe	Swim	Motor- boat Canoe	Canoe	Hike	Bike J	Walk/	Walk/ Casual Hike Bike Jog Play		View/ Play- Photo ground	View- Relax points	View- points
1984	73.7	40.4	56.1	0.0	1.8	45.6	5.3	42.1	17.5	42.1	7.0	40.4	40.4 56.1 0.0 1.8 45.6 5.3 42.1 17.5 42.1 7.0 40.4 52.6

		ACTIVITIES PARTICIPATION (CON'T)	PARTICI	PATION (C	ON'T)	
	Guided	Guided Staff Walks Displays Rec.	Staff Rec.	Staff Present. Fish Other	Fish	Other
1984	3.5	8.8 0.0		1.8	1.8	1.8 3.5

			A	CTIVITY S	ACTIVITY SPENT MOST TIME AT	TIME A					
					-uns				Casual	Casual View	
	Relax	Swim	Fish	elax Swim Fish Walk	bathe	Hike	Canoe	Picnic	Play	Points	Other
1984	13.3	20.0	0.0	0.0	11.1	17.	8 0.0	28.9	13.3 20.0 0.0 0.0 11.1 17.8 0.0 28.9 10.0 6.7	6.7	2.2

INTERPARTIVE/RECREATION PROGRAMS ADEQUATE	Don't	29.4 3.9 66.7
		1984

:	Nse
1	Day
	Chutes

### CHUTES (1984)

### CAMPER

### Users:

- family groups had decreased (to 41%) and couples had increased (to 49%).
- couples were the most prevalent group.
- the 25-44 age group was largest and fairly stable at 34%.
- 23% were in the 1-14 age group, with 21% in 45-64 group.
- those over 65 increased 31% (to 14%).
- average party size was 2.9 which was a decrease from 1979.

### Extent of Use:

- 35% were previous visitors, which was an increase over 1979.
- 36% (of that 35%) visited the park the previous year and 93% camped. So visits have become more frequent.
- 6% of those who visited the previous year were day visitors (had now returned as campers).
- 86% were on vacation trips in 1984, which was similar to 1979, with only 6% on weekend trips.
- 71% used the park as a stopover, 22% as one of several destinations, and 7% as a main destination (all of which
- were unchanged since 1979).
   average length of stay was 1.7 nights, with 72% staying only 1 night.

The previous visitation data indicated that the return rate was low (35% compared to the overall average of 49%) and those visiting 2 years in succession was also relatively low (36% compared to the other parks surveyed at 59%).

### Activities and Use of Facilities:

- 8% felt interpretive and recreation programs were inadequate and 20% felt they were adequate.
- participation in viewing/photograhing plants and animals (40%), relaxing (75%), viewpoints (66%), and displays (21%) each increased since 1979.
- as well as the above activities swimming, hiking, and walking/jogging had participation rates above 30%.
- relaxing (34%), walking (14%), and hiking (13%) were the activities campers spent the most time doing.

### Camping Equipment Used:

- 29% used tents and 21% used trailers as a first piece of equipment.

### Recommended Improvements:

- 15% recommended leaving the park as it is, which was very high compared to the average of 5% for the other parks surveyed.
- 10% recommended improvements to the showers and 10% to sanitation, 13% to "other facilities" and 11% to interpretive and recreation programs.

### Why Choose Park:

- more users (44%) chose Chutes because of convenience than any other park surveyed.
- the second most popular reason was good facilities/ recreational opportunities at 11%.
- in 1979, 40% chose Chutes because it was a convenient stopover en route.

### Expenditures:

- the average expenditure within 40 kms of the park was \$78.11.

### Market Area:

- 30% of the campers were from Central Ontario followed by 10% from the Northeastern Region.
- 60% of campers were from Ontario and 23% were from the U.S.A.

- the majority of users were couples and families.
- the 25-44 year age group represented about 1/3 of all campers.
- 27% said advertising influenced their choice of the park and of this figure, 51% were aware of advertising on TV, 31% in newspapers, and 31% in magazines.
- 71% used the park as a stopover and 86% of those surveyed were on vacation.
- the majority of campers chose this park because it was convenient.
- only 10% were aware of special events but 56% said special events would encourage a visit to the park.
- 30% of users also visited facilities/attractions outside of the park including stores/restaurants 30%, museum/historical (21%) and showers (8%).

	Family	Couple	Couple Group	Friends	Single	Single Other
1979	49.6	49.6 40.3	0.2 5.2	5.2	3.0 1.8	1.8
1984	41.0	41.0 49.5	0.3 5.2	5.2	2.9 1.0	1.0

1-14     15-24     25-44     45-64       29.1     14.3     32.8     17.0       22.6     7.4     34.4     21.3			AGE	AGE DISTRIBUTION		
29.1     14.3     32.8     17.0       22.6     7.4     34.4     21.3		1-14	15-24	25-44	45-64	+59
22.6 7.4 34.4 21.3	1979	29.1	14.3	32.8	17.0	6.8
	1984	22.6	7.4	34.4	21.3	14.3

	PREVIOUS VISIT TO PARK	VISIT	VISIT LAST YEAR	LAST	CALIPED LAST Y	CAMPED IN PARK LAST YEAR
	YES	NO	YES	по	YES	NO
1979	24.1	75.9	7.1	92.9	12.9 87.1	87.1
1984	35.4	35.4 64.6	36.1	63.9	93.5 6.5	6.5

	Horth- Vest	Morth- Cent.	Morth- Cent. Morth	Horth / East c	Algon- Fast- Cent- quin ern ral	rast- ern	Cent-	South- West
1979	0.0	1.8	3.0	3.8	0.0 1.8 3.0 3.8 2.8 7.0 34.7 11.2	7.0	34.7	11.2
1984	0.4	2.9	0.7	10.1	0.4 2.9 0.7 10.1 0.7 8.0 30.1 7.5	8.0	30.1	7.5

				PAR	PARITY SIZE			
	-	Cu	2	7	9 6	7	3+	Aver.
1979	3.6	43.9	14.4	20.6	3.6 43.9 14.4 20.6 10.5 5.3 1.6 0.0 3.2	3 1.6	0.0	3.2
1984	2.3	55.1	14.6	14.6	2.3 55.1 14.6 14.6 8.6 2.0 2.0 0.7 2.9	.0 2.0	0.7	2.9

	<b>a</b>	expenditures) WITHIN 40 MI OF FARA	Ob NITHITM	N. OF FAMA	
	Fuel and Transport.	Food and Enter- Drink tainment	Enter- tainment		Total Aver.
1979	36.3	41.4 4.8	4.8	17.5 \$14.86	\$14.86
1984	36,1	37.0 8.0	8.0	18.7 \$ 95.56	\$ 95.56

	TYPE OF			HOLE OF		
	TRIP			THE PARK		
					One of Stop-	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest. Several over	Several	over
1979	5,5	5.5 88.1 6.5	6.5	6.1	22.0 71.9	71.9
1984	5.9	5.9 85.6 8.5	8,5	7.3	21.8 71.0	71.0

		O	ORICIN			
	Ontario	Border Prov.	Other Canada	Border USA	Other	Other
1979	64.3 6.8	6.8	7.5	14.5	14.5 8.5 0.0	0.0
1984	4.09	60.4 5.4		12.0	8.0 12.0 10.9 3.3	3,3

## CHUTES - CAMPER

		Tent	Travel			Motor
	Tent	Trailer	Trailer	Camper	Van	lloræ
1979	47.2			9.1	13.6	8.9
1984	28.9	17.1	28.9 17.1 21.5 9.7 10.4 12.4	9.7	10.4	12.4

	rpon+	[ over!]	Truck		Motor
"I'ent	Trailer	Trailer	Camper	Van	Ноте

	ny Staff	9-7	6.0	
	Clean Washrms Fishing Staff	2.8	3.2 0.9	
	Wild- Frie- life ndly Other Showers	1.5 6.6 4.1 2.8	3 6.4 0.0 4.8 3.4 0.9 0.7 11.5 3.7 3.2 0.9 0.9	
	Frie- ndly (	1.5	0.7 1	
	Wild- life	ı	0.9	
	Facil- ities	6.3	3.4	
	Walk/ Canoe/ Swim/ Facil- Hike Sailing Beach ities	6.9 6.3	4.8	
	Canoe/ Sailing	1	0.0	
	Walk/ Hike	- 9.9 /	6.4	
REASON FOR ENJOYING VISIT	Water Fac.	0.7	10.3	
OR ENJOY	Clean	9.9	10.3	
REASON	Natural Setting Clean	14.2 24.3 6.6 0.	17.4 17.4 8.0 10.3 10.	
	Camp-	14.2	17.4	
	Quiet/ Relax	14.7	17.4	
		1979	1984	

			RECOMMENDED	ENDED IMPRO	OVENENTS							
	Leave as is	Picnic Area	Beach/ Boat Swim Fac.	Boat Fac.	Trails	More rec. Interp. Programs Progs.	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities 8	Showers
1979	6.6	9.9 2.2	4.6 0.4	0.4	4.0		2.4	3.1	2.0	2.0 10.6 12.3	12.3	7.3
1984	15.1	15.1 5.0 4.5 0.0	4.5	0.0	5.0	5.0 6.1 4.5		5.0	0.0	10.6	0.0 10.6 12.8 10.1	10.1

	-1	2	3	4-7	8-14	15-21	22+	4-7 8-14 15-21 22+ Average
1979	75.4	75.4 14.9 4.8 3.3 1.7	4.8	3 . 3	1.7	ı	1	1.5
1984	71.7	71.7 18.8 3.1 5.2 0.7 1.0 0.0	3.1	5.2	0.7	1.0	0.0	1.7

	RE	RECOMMENDED IMPROVEMENTS (CON'T)	IMPROVEM	ENTS (CON	'T)	
Concess- ions	Clean Camp- Grounds sites	Camp- sites	Fees/ Rey'ns	Animal	Spray for Insects	Other
1.5	1	3.7	4.0	7	7	20.3
1.1	1	5.0	ı	2.2	4.5	8.4

				REASON	REASON FOR CHOOSING PARK	NG PARK					
	Close	Close ient	Recommended	Visiting Friends	General Interest	Past Exper-	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Visiting General Past Natural Clean/ Beach/ Aquatic Facilities/ Friends Interest Exper. Setting Well Kept Swimming Rec. Rec. Upport.
1979	4.1	. +	7.9	7.9 0.8 2.5 4.2 5.3 4.2	2.5	4.2	5,3	- 1	1.1 1.1 4.5	1.1	4.5
1984	5.8	5.8 44.2	4.5	0.0	1.9	6.1	3.2	4.5 0.0 1.9 6.1 3.2 0.3 1.3 0.6 10.6	1.3	9.0	10.6

		CAC DISTROCTION	I married /
REAS	ON FOR	REASON FOR CHOOSING PARK (CONT.)	( COM .T.)
Quiet/	t/	Prefer	
Uncr	Uncrowded	Prov. Park Other	Other
1.7	7	0.6	13.0
6.5	5	7.4	7.4

AWARE OF ADS CHOICE OF PARK	Yes No Yes No	76.7 23.3 26.7 73.3
-----------------------------	---------------	---------------------

	AWARE OF SPECIAL	AVARE OF SPECIAL EVENTS	INFLUENCE OF SPECIAL EVENT	NFLUENCE OF SPECIAL EVENTS	SPECIAL EUCOUIVA VISIT	SPECIAL SYMMS MOODWASE FUTURE MSIT
	Yes	No	Ýes	No	Yes	110
1984	9.6	9.6 90.4	5.1	5.1 94.9	55.9 44.	44.1

VISTT ATTRACTIONS OUTSIDE OF PARK	NO	.1 69.9
TSIV(	YES	1984 30.

T.V. Radio Raper azine Sheleter				
kadio paper			Lag-	Transit .
	adio	paper	azine	Sheleter

CHUTES - CAMPER

			AC	ACTIVITIES PARTICIPATION	S PAKTIC	IPATION						
	Picnic	Sun- bathe	Swim	Motor	Canoe	Malk/ Casua Canoe Hike Bike Jog Play	Walk/ Jog	Casual View/ Play- Play Photo ground	View/ Photo	Play- ground	View- Relax points	View- points
1979	16.0		38.9	0.4	1.7	38.9 0.4 1.7 49.1 6.9 -	- 6	32.0	13.3	32.0 13.3 10.2 64.0 54.5	64.0	54.5
1984	23.9		36.9	0.0	2.7	25.1 36.9 0.0 2.7 53.9 7.8 75.3 27.5 39.7 15.6 74.6 66.4	8 75.	3 27.5	39.7	15.6	74.6	66.4

		ACTIVITIES PARTICIPATION (CON'T)	S PARTIC	IPATION (	CON'T)	
	Guided Walks	Guided Walks Displays	Staff Rec.	Staff Present.	Staff Present. Fish Other	Other
1979	2.5	2.5 8.7 0.8	0.8	2.9 10.6	10.6	1
1984	7.1	.1 21.4 6.8	6.8	6.8	11.5	1

			AC	TIVITY 8	SPENT MOS	ACTIVITY SPENT MOST TIME AT					
	Relax	Swim	Fish	Walk	Sun- bathe	Hike	Camoe	Picnic	Casual Play	Sun-Swim Fish Walk bathe Hike Canoe Picnic Play Points Other	Other
1979	40.4	40.4 13.2 3.2	3.2	1	l	14.3	9.0	2.3	4.4	14.3 0.6 2.3 4.4 4.7 3.0	3.0
1984	34.0	7.5	2.0	13.8	2.0	13,4	0.4	6.7	1.6	34.0 7.5 2.0 13.8 2.0 13.4 0.4 6.7 1.6 5.9 12.7	12.7
			1								

REATION	Don't Know	7.8 73.0
ILTERPRETIVE/RECREATION PROGRAFS ADELUATE	OM	
IUTSAPR	Yes	19.3
		1984
		19

### DRIFTWOOD (1984)

### DAY USE

(comparison with a previous year not available)

### Users:

- 48% of the users were families and 33% were couples.
- the average party size was 4.8 with the majority being
- groups of 2 or 3 people.

   the age group of 25-44 year olds was most prevalent (41%) as well as 1-14 (23%) and 45-64 (23%).

### Extent of Use:

- 48% of the visitors had previously been to the park, 44% of these came in the last year.
- the average length of stay at the park was 3.3 hours.
- 43% of visitors stayed at their permanent residence.
- other accommodations included provincial campgrounds (14%), hotel/motel (14%) and friends/relatives (21%).
- the park was used as a main destination by 39% and a stopover by 39% while 22% used Driftwood as one of several destinations.

### Activities and Use of Facilities:

- picnicking, sunbathing, swimming and relaxing all had participation rates above 50%.
- activities with participation rates below 10% were canoeing, guided walks, staff recreation and staff presentations.
- visitors spent the majority of their time picnicking, swimming and hiking.

### Recommended Improvements:

- 17% of the visitors felt the park should be left as is.
- recommended improvements were mentioned for more recreational programs (17%) and showers (17%).
- others mentioned included sanitation, other facilities, concessions and campsites.

### Why Choose Park:

- the park is chosen mainly for convenience (15%), past experience (15%) and natural setting (15%).
- other reasons included clean, well kept, beach, and remoteness.

### Expenditures:

- the average total expenditure for visitors was \$56.00 with almost 72% spending less than \$30.00.
- the majority of expenditure was on fuel and transportation followed by food and drink (the opposite for most parks).

### Market Area:

- the majority of visitors were from the Algonquin, Eastern and Central Regions of Ontario.
- 6% were from border provinces.13% were from the United States.

- 68% of the visitors were aware of advertising for parks mostly from newspapers, magazines and television sources.
- 82% however are not influenced by advertising in their choice of park.
- only 5% were aware of special events and none indicated that special events had influenced them in their choice of park.
- in the future, 83% said special events may encourage them to visit.
- 24% of the visitors made trips outside of the park to facilities and attractions including 50% to the museum.

198/ 1/7 6 33 3 0 0		771077	10100
	9.5 4.8 .4.8	4.8	8.4.

1-14         15-24         25-44         45-64           1984         23.2         5.8         40.6         23.2	
23.2 5.8 40.6	-64 65+
	3.2 7.2

CAMPED IN PARK LAST YEAR	NO	33.3 66.7	
CAMPED LAST YE	YES	33.3	
LAST	NO	44.4 55.6	
VISIT LAST YEAR	YES	44.4	
SVISIT	NO	47.8 52.2	
PREVIOUS VISIT	YES	47.8	
		1984	

٤	West	Cent.	North	East	North North Algon- Cent. North East quin	ern	East Cent Southern ern ral West	West
1984	0.0	0.0	0.0	0.0	0.0 0.0 0.0 0.0 56.3 6.3 6.3 0.0	6.3	6.3	0.0

				PAR	PARTY SIZE	7			
		2	8	4	5	9	7	÷	Aver.
1984	4.3	30.4	26.1	21.7	8.7	4.3	0.0	4.3	4.3 30.4 26.1 21.7 8.7 4.3 0.0 4.3 4.8

Hissell- Total aneous Aver.\$	Enter- tainment	Food and Enter- Drink tainment	Fuel and Footransport. Dr	Fu
24.4 68.38	0.0	29.2	7-95	1984
	0			

	TYPE OF			HOLE OF		
	THIP			THE PARK		
					One of Stop-	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest.		over
1984	1	1	1	39.1	45.2 13.5	13.5
1001				1		

Ontario Border Other Border Other Prov. Canada USA USA Other 1984 68.9 6.3 12.5 12.5 0.0 0.0			0	ORIGIN			
		Ontario				Other USA	Other
	1984	68.9	6.3	12.5	12.5	0.0	0.0

	Commend	Hotel/	Friend/	Resort/	Cabin/	Private	Private	
100		10000	וובדמרוגב	ייסחלים	corrage	Cottage	Campgrd	Other
42.9 1	4.3	14.3	42.9 14.3 14.3 21.4 0.0	0.0	0.0	0.0 0.0	0.0 7.1	7.1

			_	_	_	-	
	Cleun	Lake		4.0			
	poog	Weather		0.0			
	Uncrow-	ded		0.0			
	0	Colleg FICHIC	0.0 0.0 0.0 4.0 0.0 0.0 24.0 16.0				
	ċ	3	2				
	Frie-	7	0.0				
	Wild-		0.0				
	Facil-		4.0				
	Swim/ Beach		0.0				
	Walk/ Canoe/ Swim/ Facil- Wild- Frie- Nike Sailing Deach ities life nalv		0.0				
SIT	Walk/ Hike		0.0				
HEASON FOR ENJOYING VISI	Water Fac.		0.0				
FOR EIJ	Clean		20.0 16.0 0.0				
HEASON	Matural Setting Clean						
	Camp- sites		20.0 4.0				
	Quiet/ Relax		20.0				
			1984			,	

	3	16.7	•	
	Other Facilities Change	8.3		
	Sani-	8.3		
	Noise Control	0.0		
	Infor- Noise Sani- mation Control tation	0.0		
	More rec.Interp. Programa Progs.	0.0 0.0 16.7 0.0 0.0 0.0 8.3 8.3		
EU IMPROVEMENTS	Trails	0.0		
2	Hoat Fac.	0.0		
RECOMMEN	Deach/ Swim	0.0		
	Picnic Deach/ Area Swim	0.0 0.0 0.0		
	Leave as is	16.7		
		1984		

			LUNGT	LINGTH OF STAY (	(нопка)			
	0-1	0-1 1-2 2-3 3-4 4-5 5-6 6+ Aver.	2-3	3-4	4-5	5-6	÷9	Aver.
1984	0.0	0.0 21.7 8.7 30.4 17.4 13.0 8.7 3.3	8.7	30.4	17.4	13.0	8.7	3,3

	n Camp- Pees/ ds sites Reg'ns	
8.3	8.3 0.0	0.0 8.3

			A	ACTIVITIES PARTICIPATION	S PARTIC	IPATICH							
	Picnic	Sun- bathe	Svin	Sun- Motor- Motor- Malk Casual buthe Svim boat Canoe Hike Bike Jog Play	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play- Ground	View/ Play- View- Photo ground Relax points	View- points
1984	73.9	52.2	56.5	4.3	4.3	17.4	0.0	26.1	21.7	17.4	4.3	52.2	52.2 56.5 4.3 4.3 17.4 0.0 26.1 21.7 17.4 4.3 52.2 30.4

Guided Staff Staff Hish Other Walks Displays Rec. Present. Fish Other 1984 9.1 13.0 8.7 0.0 17.4 8.7	
	Staff Present. Fish Other
	17.4 8.

					5				Langua	Vien	
	Relax	Swim Fish Walk	Fish	Walk	bathe	Hike	Canoe	Picnic	Play	Points	Other
1984	5.0	25.0	5.0	0.0	5.0	10.0	0.0	40.0	0.0	5.0 25.0 5.0 0.0 5.0 10.0 0.0 40.0 0.0 0.0 10.0	10.0

NOI	Don't now	7.1
CREAT	Don	17.6 47.1
ERPRETIVE/RECREAT PROGRAMS ADEQUATE	Mo	17.
INTERPRETIVE/RECREATION PROCRAMS ADEQUATE	Yes	35.3
		1984
		-

				_
	Beach/ Aquatic Facilities/	Rec. Upport.	0.0	
	Aquatic	KPC.	0.0	
	Beach/	7 7		
	Visiting General Past Natural Clean/	7 7		
	Natural Settinu	7.7 15.4 15.4 7.7	1.01	
NG PANK	Past Exper.	15.4	t o CT	
REASON FOR CHOOSING PANK	General	7.7		
REASON	Visiting Friends	0.0		
	Recommended	0		
	Close ient	15.4 15.4		
	Close	15.4		
		1984		

L, 1100)	Prefer Prov. Park Other	15 3	
3 PARK	Park		
REASON FOR CHOOSING PARK (COH'T)	Prefer Prov. 1	0.0	
Y FOR	, ded	0	
REASO	Quiet/ Uncrowded	0.0	
		1984	

CE KK		∞
ADS INFLUENCE CHOICE OF PARK	No	81.8
ADS J CHOICH	Yes	18.2
, ADS	No	31.6
AWARE OF ADS	Yes	68.4
		1984

SPECIAL EVENTS ENCOURAGE FUTURE /ISIT	No	16.7
SPECI, ENCOU	Yes	83.3
INFLUENCE OF SPECIAL EVENTS	No	100.0
INFLUENCE OF SPECIAL EVEN	Yes	0.0
AWARE OF SPECIAL EVENTS	Мо	4.8 95.2
SPECIAL	Yes	4.8
		1984

	VISIT ATTRACTIO OUTSIDE OF PARK	VISIT ATTRACTIONS OUTSIDE OF PARK
	YES	NO
1984	23.8	76.2

		TYPE OF A	OVERTISIN	G AWARE	Oŀ.	
			News-	tag-	Trunsit	
	T.V.	Radio	paper	azine	azine Sheleter	Other
	2		200	58 3 50 3 7 3	г г	
1,964	JJ. &	73.1	0.00	70.0	/ • /	73.1

### DRIFTWOOD (1984)

### CAMPER

### Users:

- there had been an increase of 33% to 42% in couples since
- 1977, and a decrease in family campers to 45%. the visitors of ages 1-14 and 40-65 have decreased as a proportion of the total.
- the 25-44 age group remain the largest and is stable at 35%.
- average party size was 3.2 persons.
- groups of 2 increased to represent 44% of all parties.
- groups of 4 or more have decreased since 1977.

### Extent of Use:

- roughly 33% were previous visitors (no change since 1977). of the 31% who had visited previously, 45% visited the previous year and 87% camped.
- as in 1977, 73% were on vacation trips, and weekend trips decreased from 21% to 15% in 1984.
- 54% used the park as a stopover in 1984, 27% as a main destination, and 19% as one of several destinations. - the average length of stay was consistent at 2.3 nights.
- 66% stayed only one night which was an increase over 1977.

### Activities and Use of Facilities:

- 11% felt the interpretive and recreation programs were inadequate and 29% felt they were adequate.
- participation in fishing (41%), picnicking (34%), viewing or photographing plants and animals (47%), and relaxation (88%), have all increased since 1977.
- along with the above activities, sunbathing, swimming, hiking, walking/jogging, casual play and visiting viewpoints each had participation rates above 30%.

### Camping Equipment Used:

- use of tents as a first piece of equipment was 46%, while 16% used tent trailers.

### Recommended Improvements:

- the lack of showers was an area of major concern as 43% suggested this as a recommended improvement.
- other areas of concern were sanitation (15%) and campsite/electrical sites (6%).
- 5% recommended leaving the park as is.

### Why Choose Park:

- the primary reason for choosing the park was convenience (27%), followed by quiet, remote, and uncrowded (11%) and the fact that the park was close to home (9%).
- 8% chose Driftwood because they preferred provincial parks. This was the highest percentage of all parks surveyed and was almost three times greater than the provincial average.

### Expenditures:

- the total average expenditure within 40 kms of the park was \$96.49, which was below the provincial average.
- the majority of money spent was for fuel and transportation, followed by food and drink expenditures.

### Market Area:

- the major users were young families and couples.
- 59% of the campers were from Ontario, mainly the Eastern (17%) and Central (16%) Regions.
- border States accounted for 9% of total visitors and 18% were from other U.S. States.
- the percentage for campers from other U.S. States was the highest of all other parks surveyed (three times greater).

- the park's convenience and quiet/uncrowded atmosphere were main reasons people chose Driftwood.
- also important were the things people enjoyed the most about the park, such as the campsites (19%), the natural setting, and swimming (10%).
- 68% were aware of park advertising and 26% were influenced by ads in their choice of park.
- television advertising reached 56%, while newspapers and magazines reached 40%.
- only 9% were aware of special events, and only 8% were influenced by special events to visit the park.
- 63% would be encouraged by special events to visit in the future.
- 23% used attractions/facilities outside of the park including stores (19%), museum/historical (17%), other parks (11%), and 8% town/village.

			TYPE OF PARTY	AKI'Y		
	Family	Couple	Group	Friends	Single	Other
1977	55.5	31.8	31.8 0.3	8.6	3.1 0.6	9.0
1984	44.8	42.3 2.5	2.5	5.0	5.0 0.4	0.4

Aver.

\$

3.2

2.5

2.1

5.1 44.1 14.8 22.9 4.2 4.2

3.2 38.4 15.1 25.6 10.1 4.4 2.0

1977 1984

	45-64 65+	13.8 3.6	20.1 5.7	
AGE DISTRIBUTION	25-44	35.6	35.2	
AGE D	15-24	15.5	15.8	
	1-14	31.5	23.2	
		1977	1984	

	PREVIOUS VISIT TO PARK	S VISIT	VISIT LAST YEAR	AST	CAMPED LAST Y	CAMPED IN PARK LAST YEAK
	YES	NO	YES	NO	YES	NO
1977	33.3 66.7	66.7	17.2	82.8	82.8 15.7	84.3
1984	31.2	31.2 68.8	45.2	54.8	87.5	12.5

	PREVIOU	PREVIOUS VISIT	VISIT LAST	AST	CAMPED	CAMPED IN PARK		
	ANIA OT		IEAK		I LEVI	LAH		TYPE
	YES	NO	YES	NO	YES	NO		TRIP
1977	33.3	33.3 66.7	17.2	82.8	82.8 15.7	84.3		Weeke
1984	31.2	31.2 68.8 45.2	6.54	54.8	54.8 87.5 12.5	12.5	1977	21.
			)				1984	15.

expenditures) WITHIN 40 KM OF PARK	Food and Enter- Hiscell- Total Drink tainment aneous Aver.\$	53.3 2.8 16.2 \$18.22	32.4 6.7 18.5 \$119.11	
expenditur	Fuel and Food a Transport. Drink	27.6 53.3	42.4 32.4	
		1977	1984	

	THIP			THE PARK	×	
					One of	f Stop-
	Weekend	Vacation Other	Other	Main Dest.	t. Several	al over
1977	21.1	21.1 73.3 5.6	5.6	31.8	16.5	16.5, 51.7
1984	15.3	73.2 11.5	11.5	27.4	19.0	19.0 53.6
			ORIGIN			
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1977	62.3	9.2	7.5	7.9	10.7 0.7	0.7
1984	5.8.7		7.0 7.4	8.8	18.1 0.0	0.0

	North- West (	North- Cent.	North	Horth East	Morth- Morth Algon- East- Cent- South- Cent. Morth East quin ern ral West	East-	Cent- ral	South- West
1977	0.1	6.0	3.5	2.4	0.9 3.5 2.4 17.5 17.2 17.8 2.9	17.2	17.8	2.9
1984	0.0	1.4	3,3	5.6	0.0 1.4 3.3 5.6 11.2 17.2 15.8 4.2	17.2	15.8	4.2

# DRIFTWOOD - CAMPER

			•	ACITATIFES FAMILIFACION	T LANT C	CILVITO							
	Picnic	Sun- bathe	Svim	Sun- Motor- bathe Swim boat Canoe Hike Bike Jog	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	View/ Play- View- Photo Lround Relax points	Relux	View-
1977	25.6	1	66.5	66.5 7.8 20.2 42.1 4.9 -	20.2	42.1	4.9	1	42.6	15.8	1.6	73.9	42.3
1984	34.2	9.44	67.1	44.6 67.1 12.9 18.2 44.0 5.4 70.2 33.3 46.7 5.4 88.5 37.3	18.2	0.44	5.4	70.2	33.3	46.7	5.4	88.5	37.3

		ACTIVITIES PARTICIPATION (CON'T)	PARTIC	(PATION (	CON'T)	
	Guided		Staff	Staff		
	Walks	Displays	Hec.	Present. Fish Other	Fish	Other
1977	0.8 6.6		1.4	2.0	3110	3110 15.9
. 1984	7.6 11.1		6.7	3.1 41.1	41.1	

	Relax	Swin	Fish	Walk	Sun- bathe	Ніке	Canoe	Picnic	Casual Play	Sun-Sun-Casual View Relax Swim Fish Walk bathe Hike Canoe Picnic Play Points Other	Other
1977	14.1	14.1 7.4 9.0 -	0.6	'	ı	3.7	3.8	9.0	5.6	- 3.7 3.8 0.6 5.6 0.1 1.7	1.7
984	20.7	13.7	4.7	2.6	4.2	4.7	4.7	7.9	1.6	20.7 13.7 4.7 2.6 4.2 4.7 4.7 7.9 1.6 0.5 10.5	10.5

KEATION UATE	bon't Know	11.2 67.0
IPPERPRETIVE/RECREATION PROGRATS ADEQUATE	0	11.2
INTERPR	Yes	21.8
		1984

Close tent ended Friends Interest Exper. Setting Well Kept Swinming Rec. Rec. Upport.  1977 10.0 40.2 3.6 0.1 0.1 3.4 6.1 0.1 1.6 5.0 5.1												
3.6		Close	Conven- ient			General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport
7.8 4.9 1.2	1977	10.0	40.2	3.6	0.1	0.1	3.4	6.1	0.1	1.6	5.0	5.1
	1984	9.1	27,2	4.5	1.6	4.1	7.8	6.9	1.2	2.1	4.1	7.4

(CON'T)	Other	8.5	7.0	
REASON FOR CHOOSING PARK (CON'T)	Prefer Prov. Park	6.0	7.8	
REASON FOR	Quiet/ Uncrowded	15.3	11.1	
		1977	1984	

AWARE OF ADS         ADS INFLUENCE           CHOICE OF PARK           Yes         No           Yes         No           68.0         32.0           26.4         73.6	No Xes  No Xes  0 32.0 26.4			_
No No 32,0	No No 32,0	LUENCE F PARK	No	73.6
		ADS INF	Yes	26.4
		ADS	No	32.0
		AWARE OF	Yes	

SPECIAL EVLITS FROUNAGE FUTURE VISIT	Yes No	62.8 37.2
INFLUENCE OF SPECIAL EVENTS	Yes No	8,5 91,5
AWARE OF SPECIAL EVENTS	Yes No	8.6 91.4
		1984

Yes No	8,5 91,5			
Yes No	8.6 91.4		VISTT ATTRACTIONS OUTSIDE OF PARK YES RO	23.3 76.7
	1984	:		1984

		TYPE OF	TYPE OF ADVERTISING AWARE OF	G AWARE	OF.	
	;	-		Lag-	Lag- Transit	Other
	T. V.	KEUIO	palita	Charle		
1984	0.95	24.2	40.3	40.3	40.3 40.3 10.8	32.2

### DRIFTWOOD -

CAMPER

	Motor	5.0	0.6	
Q	Van	10.8	9.6	
IPHENT USE	Truck Notor Camper Van Hore	7.6	6.8	
TYPE OF EQUIPMENT USED	Travel Trailer	13.2	13.2	
	Tent Trailer	39.5 25.4 13.2 9.4 10.8 5.0	984 45.7 15.8 13.2 6.8 9.4 9.0	
	Tent	39.5	45.7	
		1977	1984	

		SECOND 1	SECOND TYPE OF EQUIPMENT USED	PRENT USED		
		Tent	Travel	. Truck		Motor
	Tent	Trailer	Trailer	Camper	Van	Horse
1984	39.4	39.4 12.1	0.0	15.2 30.3 3.0	30.3	3.0

	Staff	2.7	0.9	
	Clean Washrms Fishing Staff	1	2.4	
	Clean	2.4	9.0	
	Other Showers	18.0 -	1.5 0.6 10.5 0.3 2.1 0.3 15.8 0.0 0.6 2.4 0.9	
	Othe	18.	15.	
	Frie- ndly	ı	0.3	
	Wild- life	ı	2.1	
	Walk/Canoe/ Swim/ Facil- Wild- Frie- Hike Salling Beach ities life ndly	2.6	0.3	
	Swim/ Beach	5.1 2.6	10.5	
	Canoe/ Sailing	2.4 -	0.6	
	Walk/ Hike	2.4	1.5	
INC VISIT	Water Fac.	1		
REASON FOR ENJOYING VISIT		4.3	0.9	
REASON	Natural Setting Clean	15.2 21.2 4.3	17.6	
	Camp- sites	15.2	19.4 17.6 6.0 0.0	
	Quiet/ Relax	26.1	ļ	
		1977 26.1	1984 22.1	

			RECOMME	RECOMMENDED IMPR	ROVEMENTS							
	Leave as is	Picnic Area	Beach/ Boat Swim Fac.	Boat Fac.	Trails	Nore rec. Interp. Programs Progs.	Interp. Progs.	Infor- mation	Noise Sani- Control tation		Other Facilities SP	Showers
177	9.6	1.4	4.1	0.7	3.4	1.7	1.0	2.9			30.1	ı
984	4.7	1984 4.7 0.5 1.9 1.4	1.9	1.4	3.7	3.7 2.8 4.7	4.7	1.4	1.4 0.0 14.5	14.5	5.1	43.0

1977 58.7 20.2 9.2 7.5 4.4 2.1 1984 55.6 12.9 5.4 9.8 4.5 1.3 0.4 2.3	LENGTH OF STAY (RIGHTS)	
1977 58.7 20.2 9.2 7.5 4.4 1984 55.6 12.9 5.4 9.8 4.5	15-21 22	h Average
1984 55.6 12.9 5.4 9.8 4.5		2.1
	1.3 0.	4 2.3
-		

		RECOMMENDED IMPROVEMENTS (CON'T)	IMPROVE	MENTS (CO	, (T'NC	
Concess- ions	Clean	Camp- sites	Fees/ Rey'ns	Animal	Spray for Insects	Other
2.4	0.5	12.3	1	ı	1	8.4
6.0		6.1	1	1.4	3.3	4.7

### ESKER LAKES (1984)

### DAY USE

(comparison with a previous year not available)

### Users:

- the majority of users were families (59%), with a significant proportion also in couples (18%) and friends (18%).
- the majority of groups were made up of 2 (24%) and 4 (28%) persons with the average for the park being groups with 5.8 members.
- the 25-44 year old group (36%) and ages 1-14 (32%) represented the major proportion of visitors.

### Extent of Use:

- over 75% of the visitors had used the park previously. Of these 73% had visited the previous year and 37% had camped.
- the average length of stay in the park was 5.2 hours.
- 44% were staying at their permanent residence, while 24% stayed at a provincial campground.
- 68% used the park as a main destination.

### Activities and Use of Facilities:

- a participation rate of over 50% was shown for picnicking, sunbathing, swimming, walking and relaxing.
- biking, guided walks, staff recreation and staff presentation all had participation rates of less than 10%.
- the majority of visitors' time was spent relaxing, swimming, sunbathing and picnicking.
- 47% felt interpretive/recreational programs were adequate.

### Recommended Improvements:

- 16% of visitors felt the park should be left as it is.
- recommended improvements included beach/swimming (11%), other facilities (24%) and showers (16%).

### Why Choose Park:

- the most agreed-upon reason for choosing the park was its closeness (31%).
- other reasons included past experience (10%), natural setting (15%), and facilities and recreational opportunities (10%).

Expenditures:

- the average total expenditure for the park was \$69.54, although over 50% of the visitors spend less than \$30.00. The majority of this was spent on food and drink followed by fuel and transportation.

### Market Area:

- the majority of visitors were from the Northern Region of Ontario and border provinces.

- 69% of the visitors were aware of park advertising, mostly by television and newspapers.
- 81% were not influenced by this advertising in their choice of park.
- the majority were unaware of special events and felt they were not influenced by them.
- 80% of the visitors felt special events would encourage them to visit in the future.
- while staying at Esker Lake, 19% of the users visited facilities and attractions outside of the park.
- those mentioned most frequently included local attractions (21%), beach (29%), and 7% each for town, stores and picnic sites.

			LIFE OF FAMIL	1111		
	Family	Couple	Group	amily Couple Group Friends	Single Other	Other
1984	59.2	17.5	1.0	59.2 17.5 1.0 17.5 3.9	3.9	1.0

		AGE D	AGE DISTRIBUTION .		
	1-14	15-2կ	25-44	45-64	65+
1984	32.0	17.5	36.0 9.4	6.4	5.1

CAMPED IN PARK LAST YEAR	NO	62.7	
CAMPED LAST YE	YES	37,3	
LAST	NO	73.2 26.8	
VISIT LAST YEAR	YES	73.2	
SVISIT	NO	75.5 .24.5	
PREVIOUS VISIT TO PARK	YES	75.5	
		1984.	

			ORICIN	BI II.N.	JALOIN BI II.N.A. KROLON	₹.		
	North- West	North- Cent.	North	North	Morth- North Algon- East- Cent- South- Cent. North East quin ern ral West	East-	Cent- ral	South- West
1984	0.0	0.0	62.	3.2	0.0 0.0 62.13.2 0.0 2.1	2.1	7.4 2.1	2.1

				PAL	PARTY SIZE	222					
	н	2	3	4	5	9	·	2	8+	Aver.	
1984	3.8	3.8 23.6 14.2 28.3 11.3 6.6 0.9 11.3	14.2	28.	3 11	.3	9.9	0.9			

Fuel Tran	Fuel and Transport.	Food and Enter- Drink tainment	Enter- tainment	Hiscell- Total	Total Aver.\$
1984	23.2	45.6 7.9	7.9	23.2	23.2 88.08

	TYPE OF			HOLE OF	
	TRIP			THE PARK	
					One of Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest.	Main Dest. · Several over
1984	1	1	1	68,3	20.2 11.5

Other Border Canada USA	Other USA	Other
0.0	0.0	0.0 1.1
		1
1 1	0.0	76.8 18.9 3.2 0.0 0.0

Close ient	Recomm- ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Visiting General Past Natural Clean/ B Friends Interest Exper. Setting Well Kept S	Beach/ Swimming	Aquatic Rec.	Beach/ Aquatic Facilities/ Swimming Rec. Rec. Obbort.
31.1 1.9	0.9	4.7	2.8	10.4	15.1	4.7 2.8 10.4 15.1 6.6 4.7 0.0	4.7	0.0	10.4

	REASON FOR	REASON FOR CHOOSING PARK (COH'T)	(CON 'T)
	Quiet/	Prefer	100
1984	3.8	0.0	7.5

INFLUENCE E OF PARK	No	81.3
ADS INFLUENCE CHOICE OF PARK	Yes	18.8
AWARE OF ADS	Yes . No	68.7 31.3
		1984

SPECIAL EVENTS FROCURAGE FUTURE	No	79.5 20.5
ENCOU	Yes	
CE OF EVENTS	No	70.5
INFLUENCE OF SPECIAL EVENTS	Yes	29.5
AWARE OF SPECIAL EVENTS	Мо	71.6
AWARE OF	Yes	28.4
		1984

YES NO 1984 19.1 80.9	IDE C
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		TYPE OF	NDVERTISI	SC ASARE	-lo	
	, V.	Radio	News-	Kag- azine	Nag- Transit azine Sheleter	Other
1984	9.79	36.8	36.8 44.8	35.8	35.8 3.0	17.9

Esker Lakes Day Use

Perm. Prov. Hotel/ Friend/ Resort/ Cabin/ Private Private Resid. Campgrd. Hotel Relative Lodge Cottage Campgrd Other 43.8 23.6 3.4 16.9 1.1 0.0 2.2 4.5 4.5	_				ACCOLIMODATI	ON USED				
Hotel/ Friend/ Resort/ Cabin/ Private Private Hotel Relative Lodge Cottage Cottage Campgrd 3.4 16.9 1.1 0.0 2.2 4.5					WHILE AT	PARK	9			
16.9 1.1 0.0 2.2 4.5	P 5	erm.	Prov.		Friend/ Relative	Resort/ Lodge		Private Cottage		Other
		43.8	23.6	3.4	16.9	1.1	0.0	2.2	4.5	4.5

	Clean	2 7	
	Good	0.0	
	Uncrow-	0.0	
	Walk/ Canoe/ Swim/ Facil- Wild- Frie- Hike Sailing Beach ities life ndly Other Picnic	2.3 0.8 8.6 0.0 0.0 1.6 16.4 1.6 0.0 0.0 7.8	
	Frie- ndly	1.6	
	Wild- life	0.0	
	Facil- ities	0.0	
	Swim/ . Beach	8.6	
	Canoe/ Sailing	0.8	
SIT	Walk/ Hike	2.3	
OYING VE	Water Fac.	- 1	
REASON FOR ENJOYING VISIT	Clean	14.1	
HEASC	Natural Setting Clean	14.8 4.7 16.4 14.1 0.0	
	Camp- sites	4.7	
	Quiet/ Rolax	14.8	
	·	1984	

More rec.Interp. Infor- Noise S Trails Programs Progs. mution Control t	More rec.Interp. Infor- Programs Progs. mation	Boat More rec.Interp. Infor- Fac. Trails Programs Progs. mation	Boat More rec.Interp. Infor- Fac. Trails Programs Progs. mation	Deach/ Boat Nore rec.Interp. Infor-Swim Fac. Trails Programs Progs. mation
mation	Trails Programs Progs. mation	Fac. Trails Programs Progs. mation	Fac. Trails Programs Progs. mation	Area Swim Fac. Trails Programs Progs. mation
Infor- mution 7 0	Trails Programs Progs. mation	Fac. Trails Programs Progs. mation	Fac. Trails Programs Progs. mation	Area Swim Fac. Trails Programs Progs. matton
	More rec. Interp. Trails Programs Progs.	Boat More rec. Interp. Fac. Trails Programs Progs.	Boat More rec. Interp. Fac. Trails Programs Progs.	Area Swim Fac. Trails Programs Progs.
Trails	Hoat Fac. Trails	F	F	Picnic Deach/ Bc Area Swim Fc
	Boat Fac.	X 3.	X 3.	Picnic Deach Bo Area Swim Fo

	Crounds	C			
- 6890000	jons	0			
		Aver.	3 5.2		
		+9	43.		
		5-6	20.6		
	(ноикз)	4-5	11.3		
	LENGTH OF STAY (HOURS)	3-4	12.4		
	LENGTH	0-1 1-? 2-3 3-h h-5 5-6 6+ Aver.	11.3		
		1-7	1.0		
:		0-1	11.3		
			1984 11.3 1.0 11.3 12.4 11.3 20.6 43.3 5.2		

	KE	SCOUNTENDED	MECOLIFIERDED INTROVERSERIES (CORTE)	(CON 'T)		
Concess- ions	Clerin Grounds	Camp- sites	l'ees/ Reg'ns	Animal	Spray for Insects	Other
0.0	0.0	0.0	7.	0 0 0		7 0

			A	CTIVITIE	ACTIVITIES PARTICIPATION	I PAT'I CH							
	-	Sun-		Motor-	Motor.	177	2	Walk/	Casual	View/		Play-	View-
	Fichic	- 1	UN13	DOGE	Canoe	HIKE	ыке	306	глау	Photo		петах	DOINES
1984	6.69	64.1	72.8	0.0	18.4	30.1	1.0	50.0	43.7	26.2	64.1 72.8 0.0 18.4 30.1 1.0 50.0 43.7 26.2 21.4 65.0 31.1	65.0	31.1

		ACTIVITIES PARTICIPATION (CON'T)	PARTICI	PATION (C	ON'T)	
	Gulded	Displays	Staff Rec.	Staff Present. Fish Other	Fish	Other
1984	7.8	7.8 14.6	5.8	1.9 16.5 5.8	16.5	5.8

		AC	TIVITY	ACTIVITY SPENT MOST TIME AT	r TIME AT	FI				
×	Relax Swim Fish Walk	Fish	Walk	Sun- bathe H	Hike	Canoe	Hike Canoe Picnic Play	Casual Play	View	Other
1,5	25.3	3.4	2.3	16.1	9.4	9.4	11.5 25.3 3.4 2.3 16.1 4.6 4.6 12.6 1.1 3.4 14.9	1.1	3.4	14.9

Don't Yes Ho Know 1984 47.4 7.2 45.4		INTERPRE	ERPAETIVE/RECREAT	INTERPAETIVE/RECREATION PROCRAMS ADEQUATE
47.4 7.2		Yes	Ио	Don't Know
	1984	47.4	7.2	45.4

### ESKER LAKES (1984)

### CAMPER

### Users:

- there has been no change in type of party from that in 1978. Families remained the largest proportion at 56%, couples at 26% and friends at 13%.
- those aged 1-14 have increased 20% to 31% and the ages 25-44 have increased to 39%.
- average party size is now 3.9 persons, an increase from 3.5.

### Extent of Use:

- 56% of the visitors had been to the park before, over half of these visited in the previous year, the majority of which (88%) had camped.
- weekend trips had increased to 39% and vacation trips decreased to 57%. This trend is the opposite of most other parks surveyed.
- 63% used the park as a main destination and only 10% as a stopover.
- the average length of stay was 3.5 nights which represented a small change since 1978.

### Activities and Use of Facilities:

- 55% felt the interpretive and recreation programs were adequate.
- participation in picnicking (37%), viewing/photographing plants and animals (45%), playgrounds (33%), relaxing (91%), viewpoints (52%), and staff recreation (23%) had each increased at least 10% since 1978.
- as well as the above activities, sunbathing, swimming, canoeing, hiking, walking/jogging, displays, staff presentations, and fishing each had participation rates above 30%.
- 32% of campers spent the most time relaxing, 11% walking, and 10% swimming.

### Camping Equipment Used:

- the use of tents as a first piece of equipment was 44%, with tent trailers at 25%.

### Recommended Improvements:

- 21% recommended improvements to showers and 9% to sanitation.
- 20% to "other facilities" 8% to campsites, and 8% to interpretive programs.

### Why Choose Park:

- the main factor in why people chose Esker Lakes was it was close to residence (19%).
- other factors were past experience (12%), natural setting (11%), and quiet uncrowded surroundings (14%).

### Expenditures:

- the average total expenditure within 40 kms of the park was \$120.59.
- the majority of expenditure was for food and drink.

### Market Area:

- the highest visitation was amongst families and couples.
- 25-44 year olds were most prevalent and there was an equal number of over 45, as 14-24 year olds.
- North and Central Regions of Ontario accounted for 48% of campers.
- 63% were from Ontario (down 17% since 1978) and 30% were from border provinces (increase of 18% since 1978).

- 57% of the campers were on vacation-type trip and 63% used the park as a main destination.
- only 10% used the park as a stopover.
- the quiet and relaxing atmosphere (21%), the natural setting (15%), and the campsites (10%) were reasons people enjoyed the park.
- 70% were aware of park advertising, and 23% were influenced by ads in their choice of the park.
- 68% were aware of TV advertising while 41% were informed through newspapers and magazines, and 32% by radio.
- there was a very high awareness of special events (42%) and quite a few (16%) were influenced by the events to visit the park.
- 68% indicated special events would encourage them to
- 34% of users also visited other facilities/attractions outside of the park including stores/restaurants (17%), town/village (13%), museum/historical (15%), and other parks (11%).

			TYPE OF PARTY	4KT'Y		
	Family	Couple	Group	Friends	Single Other	Other
1978	54.2	28.9	9.0	12.6		0.3
1984	55.9	55.9 26.0	0.5	13.2	13.2 3.9 0.5	0.5

		AGE D	AGE DISTRIBUTION		
	1-14	15-24	25-44	45-64	65+
1978	26.4	19.2	32.6	15.3	6.4
1984	31.5	14.9	39.0	12.6	1.9

	PREVIOUS VISIT TO PARK	SIF	VISIT LAST YEAR	LAST	CAMPED LAST YI	CAHPED IN PARK LAST YEAR
	YES NO		YES	110	YES	I4O
1978	48.9 51.1	Η.	29,5	29,5 70,5	27.2	72.8
1984	55.9 44.1	.1	56.0	0.44	88.3	11.7

			OKICIN	BY M. N.	ORIGIN BY M.N. REGION	NIC.		
	horth- West	North- Cent.	North	North- Cent. North East	Algon- East- Cent- South- quin ern ral West	East- ern	Cent- ral	South- West
1978	0.0	0.0	22.4	2.3	0.0 0.0 22.4 2.3 6.2 4.6 37.9 7.3	4.6	37.9	7.3
1984	0.0	0.0	27.7	4.3	0.0 0.0 27.7 4.3 0.5 4.8 20.7 5.2	4.8	20.7	5.2

				PAR	PARTY SIZE	म			
	~	5	n	7	2	9	7	÷	Aver.
1978 4	1.1	31.6	4.1 31.6 15.1 25.2 11.6 8.1 1.7 2.6 3.5	25.2	11.6	8.1	1.7	2.6	3.5
1984	3.9	33.0	3.9 33.0 16.3 23.2 11.3 7.9 1.0 3.4 3.9	23.2	11.3	3 7.9	1.0	3.4	3.9

	6	(penditures)	WILLIAM 40 I	expenditures) WITHIN 40 KM OF PAKA	
<u> </u>	Fuel and Transport.	Food and Enter- Drink tainner	Food and Enter- Drink tainment	Miscell- anrous	fiscell- Total
1978	23.2	54.0 5.0	5.0	17.8	17.8 \$ 40.75
1984	24.0	46.0 7.0	7.0	23.0	23.0 \$138.03

	Market Color			ao a ton		
	TYPE OF			FOLLE OF		
	TRIP			THE PARK		
					One of Stop-	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest. Several over	Several	over
1978	29.2	29.2 68.2	2.6	53.5	35.0 11.6	11.6
1984	39.2	39.2 56.9 3.9	3.9	63.4	26.2 10.4	10.4

		0	ORIGIN			,
	Untario	Border Prov.	Other Canada	Border USA	Other	Other
1978	80.7	80.7 12.0 0.9 2.6 2.3 1.4	0.9	2.6	2.3	1,4
1984	63.2	30.3 1.6 2.7 1.1 1.1	1.6	2.7	1.1	1.1

			A	ACTIVITIES PARTICIPATION	S PAKTIC	IPATION							
	Picnic	Sun- c bathe	Swim	Motor- boat	Canoe	Hike	Bike	Walk/ Jog	Casual Flay	View/ Photo	Play- ground	Relax	View- points
1978	25.6	1	73.2	73.2 3.7 51.2 55.2 9.5 -	51.2	55.2	9.5		40.5	26.5	40.5 26.5 7.3 79.9 31.7	79.9	31.7
1984	36.7	66.3	72.5	3.0	46.2	61.0	12.6	87.0	46.5	45.5	66.3 72.5 3.0 46.2 61.0 12.6 87.0 46.5 45.5 33.0 91.5 52.0	91.5	52.0

		ACTIVITI	ACTIVITIES PARTICIPATION (CON'T)	IPATION	(CON'T)	
	Guided	0.000		Staff		
	Walks	DISPLAYS	rec.	rresent	rresent. rish	Other
1978	14.0	14.0 38.7	8.5	35.4	46.0 11.1	11.1
1984	16.0	16.0 39.0 23.0	23.0	36.0	40.5	ı

			AC	TIVITY S	PENT HOS	ACTIVITY SPENT HOST TIME AT					
	Келах	Sun- Relax Swim Fish Walk bathe	Fish	Walk	Sun- bathe	Hike	Hike Canoc	Picnic	Casual Play	View Foints Other	Other
1978	27.4	27.4 13.4 12.7	12.7	1	1	10.7	15.7	1.3	5.0	10.7 15.7 1.3 5.0 1.3 3.7	3.7
1984	31.7	10.0	6.7	10.6	7.2	5.0	8.3	5.0	2.8	31.7 10.0 6.7 10.6 7.2 5.0 8.3 5.0 2.8 0.6 12.2	12.2

CKEATION	Pon't Know	40.3
WERPRETIVE/RECREATION PROGRATS ADEQUATE	Мо	4.7
I WYERPH PROG	Yes	55.0
		1984

				REASON	REASON FOR CHOOSING PARK	ING PARK					
	Close	Close ient	1	Visiting Friends	General Interest	Past Exper.	Natural Settiny	Clean/ Well Kept	Beach/ Swinming	Aquatic Rec.	Recomm- Visiting General Past Natural Clean/ Beach/ Aquatic Facilities/ ended Friends Interest Exper. Setting Well Kept Swimming Rec. Rec. Opport.
1978	8.8	8.8 8.0		3.4	5.2	7.4	13.8	0.8 3.4 5.2 7.4 13.8 4.1	2.6 6.5 8.8	6.5	8.8
1984	19.3 4.5	4.5	6.4	4.0	6.3	11.7	10.8	4.9 4.0 6.3 11.7 10.8 4.0 0.9 3.6 9.9	6.0	3.6	6.6

K (CON'T)	1	4.5	
REASON FOR CHOOSING PARK (CON'T) Quiet/ Prefer	3.7	1.3	
REASON FOR Quiet/	4.8	14.3	
	1978	1984	

AWARE OF ADS ADS INFLUENCE CHOICE OF PANK Yes No Yes No Ho 70.3 29.7 23.5 76.5			
AWARE OF ADS  Yes No 70.3 29.7 23	VFLUENCE OF PARK	No	76.5
X	ADS II CHOICE	Yes	23.5
X	ADS	No	29.7
710	AWARE OF		70.3
1 3			
198			1984

				2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2		
	AWARE OF	INFIUE	ICE OF	SPECIAL EVERTS	EVETES	
	SPECIAL EVENTS	SPECIAL	SPECIAL EVENTS	FIICOURAG	E FUTURE	
				VISIT	VISIT	
	Yes No	Yes	Ио	Yes	Bo	
					( (	
1984	42.5 57.5	16.4 83.6	83.6	6.79	32.1	

VISIT ATTRACTIONS OUTSIDE OF PARK	YES NO	33.7 66.3	
		1984	

	_					
			News-	1:ag-	Lag- Transit	
	T.V.	Kadio	paper	azine	Sheleter	Other
	68.4	68.4 31.9	41.5 41.5	41.5	11.9	25.2
136						

			TYPE OF EQUIPMENT USED	IPMENT USE	a	
	+ 40 E	Tent	Travel	Truck	Van	Notor
	10110	TRITEI	TATTOTT	Campa	101	110111
8261	52.0	52.0 28.5	14.2	7.0 8.4 2.3	8.4	2.3
1984	44.2	44.2 24.9	19.8	3.6 4.1	4.1	3.6

		Tent	Travel	Truck		Motor
	Tent	Truiler	Trailer	Camper	Van	Home
1097	1697 0 6		0	0 1	101	0

	Staff	7.9	0.6	
	Clean Washrms Fishiny Staff		1.6	·
		0.9	1.3	
	Other Showers	1	6.0 2.5 8.8 2.8 1.9 1.6 18.0 1.3 1.3 1.6 0.6	
	Other	10.6	18.0	
	Fris- ndly	1	1.6	
	Wild- life	ı	1.9	
	Facil- ities	3.6	2.8	
	Walk/ Canoe/ Swim/ Facil- Hike Sailing Beach ities	16.3 3.6	8.8	
	Canoe/ Sailing	- 6.0	2.5	
	Walk/ Hike	0.9	0.9	
REASON FOR ENJOYING VISIT	Water Fac.	4.0	0.0	
OR ENJOY	Clean	4.0 4.0	4.1 0.0	
REASON F	Matural Setting	29.0	10.4 15.2	
	Camp- sites	10.3	10.4	
	Quiet/ Relax	16.3	1984 21.2	
		1978	1984	

Leave         Picnic         Beach/ Boat         Hore rec. Interp.         Infor- Mation         Control tation         Pacilities           1978         4,9         1.7         1.4         3.5         3.5         3.5         0.3         6.9         25.4         1.4           1984         4.8         1.2         3.0         0.6         3.6         2.4         7.9         2.4         4.8         9.1         20.0				RECOMME	RECOMMENDED IMPR	PROVENENTS							
1.7     1.7     1.4     3.5     3.5     3.5     0.3     6.9     25.4       1.2     3.0     0.6     3.6     2.4     7.9     2.4     4.8     9.1		Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Frogs.	Infor- mation	Noise Control	Sani- tation	Other Facilities Showers	Showers
4.8 1.2 3.0 0.6 3.6 2.4 7.9 2.4 4.8 9.1	1978	6.4	1.7	1.7	1.4	3.5	3.5	3.5	0.3	6.9	25.4	1.4	1
	1984		1.2	3.0	0.6	3.6	2.4	7.9	2.4	4.8	9,1	20,0	20.6

			LE	NCTH OF	LENGTH OF STAY (NIGHTS	ICHTS)		
		2	2	4-7	8-14	15-21	55+	4-7 8-14 15-21 22+ Average
1978 16.5 32.1 16.5 23.7 11.2	16.5	32.1	16.5	23.7	11.2	ı	ı	3.4
1984	18.0	36.6	18.0	19.1	6.7	18.0 36.6 18.0 19.1 6.7 0.5 1.0 3.5	1.0	3.5

	RI	RECOMMENDED IMPROVEMENTS (CON'T)	IMPROVE	MENTS (CON	(T)	
Concess- ions	Clean	Camp- sites	Fees/ Regins	Animal Control	Spray for Insects / Uther	Other
0.0	1.4	6 7	1		ŀ	23.7
0.0	ı	8.5	ı	1.2	1.8	7.9

### FERRIS (1984)

### CAMPER

### Users:

- family and couple visitation (41% and 38% respectively) were the most common type of party, as was the case in the 1979 survey.
- groups of friends showed an increase in visitation as compared to 1979 (up from 14% to 17%). This was also the highest percentage of this type of party of all the parks surveyed in 1984.
- 42% of the parties were groups of 2 persons and groups of 4 were next in size at 20%.
- the predominant age group was 25-44 years (39%), followed by the 1-14 age group at 26%.

### Extent of Use:

- 36% were previous visitors in 1984. This represented an increase of 90% over 1979.
- of the 36% previous visitors, 70% had visited in the previous year which was a substantial increase since 1979.
- of the 70% who visited the previous year, 93% had camped in the previous year (an increase of over 300%).
- 55% were on weekend trips. The average for the other parks surveyed was 20%.
- 51% used the park as a main destination. This was an increase over the 1979 figures.
- the average length of stay was 2.6 nights.

### Activities and Use of Facilities:

- 27% felt the interpretive/recreational programs were inadequate. This percentage was the highest of all parks surveyed.
- participation in relaxing (91%), hiking (47%), viewing or photography (46%), and picnicking (42%) have all increased at least 10% over 1979 results.
- the activity campers spent the most time doing was relaxing (45%), followed by sunbathing.
- in 1979, fishing was second to relaxing with a figure of 13% but in 1984 this dropped to 7%.

### Camping Equipment Used:

- the highest percentage of campers (64%) used tents as their first piece of equipment, a 17% increase over 1979.

- 38% recommended improvements to the beach/swimming area which shows a 12% increase over the 1979 figures.
- the second highest recommended improvement was showers (21%).
- 6% think the park should be left as is.

- the main overall reason for choosing the park was quiet, remote, and uncrowded campgrounds (46%). This was the highest percentage of all surveyed parks.
- the 1979 survey showed only 6% selected the park because it was quiet and uncrowded.
- 10% chose the park because it was close to their residence.

### Expenditures:

- the average total expenditure within 40 kms of the park was \$104.91.
- most of the expenditure was for food & drink.

### Market Area:

- 64% of the campers were from the Central Region of Ontario followed by the Eastern (14%) and Southwestern (9%) Region.
- as indicated earlier, the majority of campers were either families or couples in the 25-44 years age group.

### Marketing and Promotional Information:

- only 19% were influenced by advertising to choose the park. Of those influenced, TV was the type of advertising they were most aware of followed by newspapers and magazines.
- most people used the park for weekend trips.
- 51% selected the park as a main destination.
- return visitors showed an increase over 1979.
- awareness of special events was very low at 12%, compared to the average for other parks surveyed of 23%.
- 55% of those surveyed said special events would encourage them to visit.
- 56% visited other facilities/attractions outside of the park including pool (26%), other parks (29%), stores/restaurants (10%), and town (8%).

### Park-Specific Topics:

- if a swimming facility was developed, 46% say they would use the park more, 7% would use it less, and 16% would stay longer.

			TIPE OF FARII	HUI I		
	Family	Couple	Group	Friends	Single	Other
1979	44.3	36.7	0.8	13,6	3.3	1.4
1984	41.0	38.5 0.0	0.0	17.1	0.9 2.	2.6

-				
1-14	15-24	25-44	45-64	65+
1979 21.	21.9 25.1	36.7	11.7	4.6
	25.8 24.5	37.2	10.5 2.0	2.0

	PREVIOUS VISIT TO PARK	VISIT	VISIT	VISIT LAST YEAR	CAMPED LAST Y	CAMPED IN PARK LAST YEAR
	YES	NO	YES	110	YES	NO
1979	19.1	80.9	80.9 11.4	88.6	21.4	78.6
1984	36.4	36.4 63.6 69.8	8.69	30.2	93.3 6.7	6.7

			ORICIN	BY M.H	DRIGIN BY M.H.R. REGION	N		
	Horth-West	North- Cent.	Worth	North	North- Horth East quin e	East- ern	Cent- ral	East- Cent- South- ern ral West
1979	0.0	0.0 0.5 0.3 0.3 2.5 13.9 61.4 8.9	0.3	0.3.	2.5	13.9	61.4	8.9
1984	0.0	0.0 0.0 0.9 0.0 2.7 14.5 64.5 9.1	6.0	0.0	2.7	14.5	64.5	9.1

				LAIN I OLGE	77			
1	5	87	4	-	9	7	8+	Aver.
1979 3.1 4	3.1	13.7	3.1 43.1 13.7 25.8 8.4 3.9 1.1 0.8 3.4	8.4	3.9	1.1	0.8	3.4
1984 0.8 4	2.0	12.6	0.8 42.0 12.6 20.2 10.1 5.9 3.4 5.0 3.7	0.1	5.9	3.4	5.0	3.7

	G 6	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	(% of total	average M OF PARK	
	Fuel and Transport.	Food and Enter- Urink tainmen	Food and Enter- Drink tainment	Miscell- Total	Total Aver.\$
1979	21.8	6.67	8.6	19.7	19.7 \$ 28.34
1984	24.1	41.7	10.4	23.8	23.8 \$123.55

	TYPE OF			HOLE OF		
	TUTE			THE PARK		
	TWT				One of Stop-	Stop-
	Weekend	Heekend Vacation Other	Other	Main Dest.		over
1979	51.3	44.2 4.5	4.5	41.8	24.1 34.1	34.1
1984	54.6	54.6 41.2 4.2	4.2	50.8	21.2 27.1	27.1

		0	NICIN			
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1979	87.8	3.3	3.3 1.4 4.4 1.6 0.0	4.4	1.6	0.0
1984	91.7	3.6	3.6 0.0 1.8 1.8 0.9	1.8	1.8	0.9

FERRIS - CAMPER

### FERRIS - CAMPER

			4	ACTIVITIES PARTICIPATION	SS PARTIC	IPATION							
	Picnic	Sun- bathe	Swim	Motor- boat	Canoe	Hike Bike	Bike	Walk/	Casual Plav	View/ Photo	Play-	×	View-
1979	25.7		32.8	4.1	32.8 4.1 8.7 24.6 7.4 -	24.6	7.4	1	42.5			72.4	26.0
1984	45.4	57.6	35.0	8.5	11.9	47.5	15.3	77.1	44.9	45.8	57.6 35.0 8.5 11.9 47.5 15.3 77.1 44.9 45.8 4.2 90.7 40.7	7.06	40.7

		ACTIVITIES PARTICIPATION (CON'T)	PARTIC	IPATION (C	ON'T)	
	Cuided		Staff	Staff		
	Walks	Displays	Hec.	Present. Fish Other	Fish	Other
1979	1.4	1.4 7.1	0.3	1.4	29.5	1
1984	5.9	5.9 11.9	8,5	3.4	28.8	1

	Relax Swim Fish Walk bathe	Swim	Fish	Walk	Sun- bathe	Hike	Сапое	Picnic	Casual	Casual View Canoe Picnic Play Points Other	Other
1979	45.6	7.7	42.6 7.7 13.4 -	ı	1	7.0	1.4	2.8	7.0	0.4	3.6
1984	9.44	6.3	7.1	5.4	11.6	1.8	2.7	8.9	1.8	44.6 6.3 7.1 5.4 11.6 1.8 2.7 8.9 1.8 0.9 9.0	9.0

KEATION UATE	bon't Know	26.8 62.5
TETERPRETIVE/RECREATION PROGRAMS ADEQUATE	O 125	26.8
TUTERPRE	Yes	10.7
		1984

				REASON	REASON FOR CHOOSING PARK	NG PARK					
	Close	Conven- Close ient	Recomm- ended		General Interest	Past Exper.	Natural Setting	Visiting General Past Natural Clean/ Beach/ Friends Interest Exper. Setting Well Kept Swimming	Beach/ Swimming	Aquatic Rec.	Aquatic Facilities/ Rec. Rec. Opport.
1979	10.4	10.4 16.4	6.4	6.4 3.8 5.6 2.4 4.9 1.8	5.6	2.4	6.9	1.8	0.2	2.4 4.6	9.4
1984	9.8	9.8 9.8	1.5	1.5 2.3 6.1 1.5 3.8 2.3	6.1	1.5	3.8	2.3	0.0 1.5 2.3	1.5	2.3

WEASON FOR CHOUSING PARK (CON T) Quiet/ Uncrowded Prov. Park Other	6.0 4.4 30.5	46.2 0.8 12.1	
	1979	1984	

AWARE OF ADS   ADS INFLUENCE     Yes   No   Yes   No     1964   83.8   16.2   18.8   81.2			
AWARE OF ADS  Yes No 83.8 16.2 18	VFLUENCE OF PARK	No	81.2
AWARE OF A	ADS IN CHOICE	Yes	18.8
AWI Yes	ADS	0	16.2
	AWARE OF		83.8
1984			
			1984

	AWARE OF SPECIAL EVENTS	SPECIAL	INFIJUENCE OF SPECIAL EVENTS	SPECIAL EVERITS FROODRAGE FUTURE VISIT	Æ
	Yes No	Yes	IIo	Yes Ho	
1984	12.2 87.8	7.1 92.9	92.9	55.0 45.0	

	VISIT ATTRACTIO OUTSIDE OF PARK	VISIT ATTRACTIONS OUTSIDE OF PARK
	YES	NO
1984	26.0	0.44

		TYPE OF	ADVERTISING AWARE OF	SO ASIANE	TO.	
			News-	1 a <sub>1</sub> ;−	Transit	3
	T.V.	Radio	paper	azine	Sheleter	Other
	52.1 19.1	19.1	37.4	37.4 6.1	6.1	23.7
1984						

### FERRIS - CAMPER

		Tent	Travel	Truck		Motor
	Tent	Trailer		Camper	Van	Hone
1979	54.6	54.6 21.7	10.3 4.3 13.6 3.5	4.3	13.6	3.5
1984	63.8	63.8 19.8	5.2 2.6 5.2 3.4.	2.6	5.2	3.4.

		SECOND LIFE OF EQUIPMENT USED	ILE OF EGO			
		Tent	Travel	Truck		Motor
	Tent	Trailer	Trailer	Camper	Van	Нопе
1984	43.8 6.3	6.3	0.0	12.5	37.5	37,5 0.0

	Staff	3.7	1.7	
	Fishing		3.3 2.2 1.7	
	Clean Washrms Fishing Staff	6.3	3.3	
	Other Showers	1.4 6.6 2.0	8.8 2.2	
	Frie- ndly	1.4	1.1 0.0 18.8 2.2	
	Wild- life	1	1.1	
	Walk/ Canoe/ Swim/ Facil- Hike Sailing Beach itles	5.3	1.7	
	Swim/ Beach	4.1	0.0	
	Canoe/ Sailing	0.8 –	1.1 1.1 0.0 1.7	
	Walk/ Hike	0.8	1.1	
HEASON FOR ENJOYING VISIT	Water Fac.	2.7	0.0	
FOR ENJOY	Clean	5.1	3.9 (	
KEASON	Watural Setting Clean	27.6 17.3 17.3		
	Camp- sites	17.3	19,3	
	Quiet/ Relax	27.6	29.8	
		1979.	1984	

			RECOMMENDED	NDED IMPR	OVEMENTS							
	Leave as is	Picnic Area	Beach/ Boat Swim Fac.	Boat Fac.	Trails	More rec. Interp. Programs Progs.	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities	Showers
1979	3.6	0.0	25.6 2.3	2.3	4.3	9.5 1.6	1.6	2.3	5.9 2.9	2.9	10.2	10.0
1984	5.7	5.7 1.3	37.7 2.5	2.5	2.5	3.1	5.7	1.9	1.9 3.1	3.1	5.0	21.4

	1		2	2	7-4	8-14	4-7 8-14 15-21 22+	22+	Average
1979	43.	4 2	26.1	43.4 26.1 21.7 7.7 1.2	7.7	1.2	1	1	2.2
1984	31.	9	31.6	25.4	8.8	31.6 31.6 25.4 8.8 0.9	1.8 0.0 2.6	0.0	2.6

	R	SCOMMENDED	IMPROV	RECOMMENDED IMPROVEMENTS (CON'T)	(I.	
Concess- ions	Clean Grounds	Camp- sites	Fees/ Rey'ns	. Animal Control	Spray for Insects	Other
2.3	1	2.7	0.5	2.0	0	14.5
1.9	ı	3,00	ı	0.6	0.0	1.9

### LAKE OF THE WOODS (1984)

### DAY USE

### Users:

- a decrease of 18% in families (to 52%), with an increase of 75% in groups of friends (to 33%).

- couples increased slightly to 13%.

- the largest age group was those 1-14 (45%) which is an increase since 1976.
- the 25-44 group increased 8% to 31%, while the 15-24, 45-64, and 65+ groups decreased.
- average party size was 4.9 persons.

### Extent of Use:

- 79% were previous visitors to the park which had decreased since 1976.
- 81% (of that 79%) visited last year (a slight increase over 1976), and 40% camped.
- 72% used the park as a main destination, with stopovers low at 9%.
- average length of stay was 4.4 hours in 1984 (26% stayed less than 1 hour in 1984, while in 1976 only 2% stayed less than 1 hour).

The previous visitation data indicated that the return rate of 79% was a bit higher than the average of 74%, and those who visited 2 years in succession was 10% higher than the average of the other parks surveyed.

### Activities and Use of Facilities:

- only 3% felt the interpretive or recreation programs were

inadequate, while 64% felt they were adequate. - participation rates for hiking (29%), casual play (48%), viewing or photographing plants and animals (24%), playground (45%), visiting viewpoints (24%), and fishing (29%) have each increased since 1976.

- as well as the above activities, picnicking, sunbathing, swimming, walking, jogging, and relaxing each had

participation rates above 30%.

- 23% spent the most time swimming, 18% fishing, 13%

picnicking, and 10% sunbathing.

- the figure for time spent fishing was the highest compared to the 2% average of all other parks surveyed in 1984.

### Recommended Improvements:

- 32% recommended improvements to the showers, (i.e. add) and 22% to other facilities.

- 19% recommended improvements to the beach/swimming area which is an 133% increase compared to 1976.

- improvements were also recommended to concession by 8% of the visitors.

- in the 1976 survey 10% recommended that the park be left as is but no one responded this way in the 1984 survey.

- a large percentage (64%) selected this park because it was close to their residence. In fact the results were higher than the other parks surveyed.
- other reasons included good facilities/recreational opportunities (7%), remoteness (5%) and beach/swimming (5%).
- these results were consistent with those in the 1976 survey.

### Expenditures:

- the total average expenditure within 40 kms of the park was \$67.15 which was slightly lower than the provincial average.
- there was an equal amount spent on fuel and transportation as there was on food and drink.
- both these areas were the major forms of expenditure.

### Market Area:

- the primary day visitor market was families, although groups of friends had increased substantially.
- those over 45 years of age only accounted for 10% of day visitors.
- the Northwestern Region accounted for 66% of the day visitors which was the highest percentage of all parks surveyed in 1984.
- 10% were from border States while the total percentage of U.S. visitors was 16%, which was higher than the 1976 survey results (i.e. 10%).
- 64% chose the park because it was "close to home", 46% were staying at their permanent residence and 26% at friends/relatives.
- relatively few were staying at hotels/motels (3%), private campground (6%), and provincial campgrounds (11%).

- 50% of the visitors were aware of advertising for parks and of that percentage, 17% were influenced by the ads in their choice of park.
- awareness of TV ads was 63% followed by newspaper, radio, and magazine ads.
- 27% of day visitors were aware of special events which was fairly high compared to other parks surveyed.
- 40% said they were influenced by special events to visit. This was the highest percentage of all parks surveyed in 1984.
- 83% indicated that special events would encourage them to visit in the future.
- 28% visited facilities/attractions outside of the park including town (14%), restaurants (14%), stores (14%), museum (14%) and fishing (14%).

Family Cor	uple	Group	Couple Group Friends	Single	Other
1976 63.6 1	10.9 4.7	4.7	18.6 0.7	0.7	1.6
1984 52.2	13.0 2.2	2.2	32.6 0.0	0.0	0.0

		AGE 1	AGE DISTRIBUTION		
	1-14	15-24	25-44	45-64	65+
. 1976	34.6	24.5	23.1	11.6	6.2
1984	45.0	13.6	30.9	8.9	3.7

	TO PARK	PREVIOUS VISIT TO PARK	VISIT LAST YEAR	LAST	CAMPED IN LAST YEAR	CAMPED IN PARK LAST YEAR
	YES	NO	YES	110	YES	NO
1976	85.5 14.5	14.5	77.1	22.9	18.4	81.6
1984	79.2 20.8	20.8	9.08	80.6 19.4	40.0	40.0 60.0

			OKICIN	BY M.N.	DRIGIN BY M.N.N. REGION	_		
	Horth-   West (	Morth- Cent.	North	Morth East	Morth- Morth- North Algon-East-Cent-South-West Cent. Worth East quin ern ral West	East-	Cent- ral	South- West
1976	76.7	1.4	0.0	0.4	0.0	0.2	1.1	9.0
1984	65.8	0.0	0.0	0.0	65.8 0.0 0.0 0.0 0.0 2.6 0.0	0.0	2.6	0.0

					PAI	PARTY SIZE	Ti.			
	П		5	m	7	5	9	7	8+	Aver.
1976	0	7	15.8	10.9	0.7 15.8 10.9 24.0 19.0 10.3 5.1 14.2	19.0	10.3	5.1	14.2	1
1984	0	0	25.0	4.2	16.7	18.8	14.6	10.4	0.0 25.0 4.2 16.7 18.8 14.6 10.4 10.4 4.9	4.9

Miscell- Total aneous Aver.\$	Total Aver.\$
1	
14.0	14.0 \$81,36
	14.0

	TYPE OF			HOLE OF		
	TRIP			THE PARK		
					One of Stop-	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest. Several over	Several	over
1976	ı	1	ı	ı	1	1
1984	ı		1	72.7	18.2 9.1	9.1

		0	ORIGIN			
	Untario	Border Prov.	Other Canada	Border USA	Other USA	Other
1976	80.4	5.0	1.5	1.5 6.6 3.6 0.0	3.6	0.0
1984	.68,4	7.9	7.9	7.9 10.5 5.3 0.0	5,3	0.0

Lake of the Woods - Day Visitor

# Lake of the Woods - Day Visitor

			A	ACTIVITIES PARTICIPATION	S PAKTI	IPATION							
	Picnic	Sun- bathe	Swim	Motor- Swim boat Canoe Hike B	Canoe	Hike	ike	Walk/ Jog	Casual Play	View/ Photo	View/ Play-	View- Relax points	View-
1976	69.8	J	75.8	75.8 10.9 9.0 16.1 2.0 -	9.0	16.1	2.0		35.2	5.1	35.2 5.1 28.2 59.0 12.4	59.0	12.4
1984	61.9	52.4	64.3	16.7	2.4	28.6	9.5	45.2	47.6	23.8	52.4 64.3 16.7 2.4 28.6 9.5 45.2 47.6 23.8 45.2 59.5 23.8	59.5	23.8

		ACTIVITIES PARTICIPATION (CON'T)	PARTIC	IPATION (C	(L,NO	
	Guided		Staff	Staff		
	Walks	Displays	Rec.	Present. Fish Other	Fish	Other
1976	5.0	7.4	2.7	,	10.5 4.3	4.3
1984	4.8	4.8 4.8	9.5	4.8	28.6 9.5	9.5

	Relax	Helax Swim	Fish	Fish Walk	Sun- bathe	Hike	Hike Canoe		Casual Picnic Play	al View	O+Bor
926	21.0	21.0 47.2 3.1	3.1	1	•	2.4	0.2	1	6.4	2.1 7.0	7.0
984	7.7	23.1	17.9	2.6	10.3	7.7	0.0	12.8	0.0	7.7 23.1 17.9 2.6 10.3 7.7 0.0 12.8 0.0 0.0 17.9	17.9

HTERPRETIVE/RECHEATION PROCRAMS ADEQUATE	bon't Know	33.3
ERPRETIVE/RECKEAT PROGRAMS ADEQUATE	No	2.6
INTERPR	Yes	64.1
		1984

				REASON	REASON FOR CHOOSING PARK	NG PAKK					•
	Close	Close ient	Recomm- ended		General Interest	Past Exper.	Natural Settiny	Visiting General Past Natural Clean/ Friends Interest Exper. Settiny Well Kept	Beach/ Swimming	Aquatic Rec.	Aquatic Facilities/ Rec. Rec. Opport.
1976	55.9	3.2			2.8	3.3	5.7	1.3	11.2	1	3.8
1984	64.3 4.8	4.8	0.0	2.4	2.4	2.4	0.0	2.4 2.4 2.4 0.0 0.0 4.8	4.8	1	7.1

	REASON	FOR	REASON FOR CHOOSING PARK (CON'T)	PARK	(CON'T)
	Quiet/	7	Prefer Prov. Park	الم الم	Other
1976	0.5		0.0		4.9
1984	4.8		,		7.1
		,			

Y Ye	AWARE OF ADS CHOICE OF PARK	Yes No Yes No	50.0 50.0 16.7 83.3
------	-----------------------------	---------------	---------------------

	AVARE OF SPECIAL EVENTS	INFLUENCE OF SPECIAL EVENTS	EVERTS	SPECIAL EVENTS FIICOUNAGE FUTUKE VISIT
	Yes	Yes	No	Yes No
1984	26.8 73.2	40.0 60.0	0.09	82.8 17.2

	VISIT ATTRACTIO	VISIT ATTRACTIONS OUTSIDE OF PARK
	YES	NO
1984	28.2	71.8

		'YYPE OF I	ADVERTISING	G AVARE	OF.	
			News-	La <sub>G</sub> =	Lag- Transit	í
	T.V.V.	kadio	paper	azine	Sheleter	Other
	63.2	36.8	47.4	21.1	5.3	16.7
Jesiel.						

Lake of the Woods - Day Visitor

# Lake of the Woods - Day Visitor

				ACCOLLODATION USED WHILE AT PARK	LOW USED				
	Perm. Resid.	Prov. Hotel/ Campgrd. Notel	Hotel/	Friend/ Relative	Friend/ Resort/ Relative Lodge	Cabin/ Cottage	Private Cottage	Private	()+ber
1976	-	ı	1	1	ł			192	
1984	45.7	11.4	2.9	25.7	0.0	45.7 11.4 2.9 25.7 0.0 0.0	2.9	5.7 5.7	5.7

	Clean	Lake -	C	0.4
	poog	Weather		0.0
	Uncrow-	ded	0 0	+.7
		omer richic	38 1 0 E 2 A	0.0
	+ - - -	Tallo		i
	Frie-	1	0	
	Wild-	1	0	
	Facil- ities	1	26.2 0.0 0.0 0.0	
	Swim/ Beach			
	Walk/ Canoe/ Swim/ Hike Sailing Beach	1	0	
SIT	Walk/ Hike	,	7.1	
REASON FOR ENJOYING VISIT	Water Fac.	ı	0.0	
N FOR EN	Clean	ı	4.8	
KEASO	Natural Setting Clean	ı	4.8	
	Camp- sites	ı	14.3 0.0 4.8 4.8 0.0	
	Quiet/ Relax	ı	14.3	
		1976	1984	

			RECOLINE	RECOLMENDED TRIPINOVELENTS	KOVEL ENTIS							
	Leave as is	Picnic Area	Beach/ Swin	Boat Fac.	Trails	More rec Programs	More rec.Interp. Programs Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities Chorone	Sections
9261	10.0 3.6	3.6	8.1	4.3	5.8	3.8 0.9		6.0	4.3 1.1	1.1	38.3	DIOWETS
1984	0.0	0.0 2.7	18.9	2.7	2.7	0.0 2.7	ĺ	2.7	0.0	0.0 0.0	21.6	32 4

	0-1	1-2	2-3	1-2 2-3 3-4 4-5 5-6 6+	4-5	5-6	+9	Aver.
1976	1.9	7.8	14.9	1.9 7.8 14.9 14.8 18.8 16.6 25.2	18.8	16.6	25.2	,
1984	26.3	2.6	13.2	26.3 2.6 13.2 18.4 21.1 21.1 23.7 4.4	21.1	21.1	23.7	4.4

Concess- ions	Clean	Canp-	Fees/ Reg'ns	Animal Control	Spray for Insects Other	0the
4	4.7	1.1	1	1	4	,5.6
8.1	0.0	0.0 0.0 0.0	0.0	,		5.4

### LAKE OF THE WOODS (1984)

### CAMPER

### Users:

- there was an increase in couples to 27% and in friends to 13% since 1976 with a decrease in families to 57%.
- an increase of those 45 years and older to 27% and a decrease to 28% of those under 14.
- the 25-44 age group was stable and largest at 32%.
- average party size was 3.9, consistent with the figure from the 1976 survey.

### Extent of Use:

- 79% were previous visitors.
- 81% of these visited last year and 93% camped.
- 7% of those who visited previously were day visitors and now had returned as campers.
- weekend trips were almost 53%, which was high compared to the average of the parks surveyed.
- 41% were on a vacation-type trip, which was similar to the 1976 survey.
- 79% used the park as a main destination.
- the average length of stay increased over the 1976 figure to 3.4 nights.

### Activities and Use of Facilities:

- 36% felt the interpretive or recreation programs were adequate.
- participation rates in motorboating (53%), hiking (48%), viewing or photographing plants and animals (49%), playground (45%), relaxing (90%), visiting viewpoints (31%) and fishing (68%) had each increased since 1976.
- as well as the above activities, picnicking, sunbathing, swimming and walking Mad participation rates above 30%.
- activities campers spent the most time doing were fishing (39%), relaxing (30%) and swimming (8%). The results showed an increase of 108% in fishing and a decrease of 73% in swimming.

### Camping Equipment Used:

- 30% used travel trailers in 1984 compared to 21% in 1976.
- the use of tents had decreased from 40% to 23% in 1984.

- 4% felt the park should be left as is compared to 9% in 1976.
- the most recommended improvement was showers (39%).
- other areas mentioned were campsites/electrical sites (16%, highest percentage for 1984), and other facilities (15%).

- the major reason for choosing the park was the aquatic recreation with 19% of the campers selecting that reason (the highest of all parks surveyed in 1984).

- other important reasons were close to home (17%), past experience (15%), and the quiet/uncrowded atmosphere (15%).

### Expenditure:

- the total average expenditure per party within 40 kms of the park was \$132.19.
- the majority of this figure was spent on food and drink, followed by fuel and transportation.

### Market Area:

- 38% of the visitors were from Northwestern Region, followed by North Central (5%) and Central (3%).
- in total, visitors from Ontario accounted for 48%.
- border States represented 33% of visitors and border provinces accounted for 11%.
- total U.S. visitation was the highest of all parks surveyed in 1984.

- 66% were aware of park advertising and 10% of that percentage were influenced by the ads in their choice of park.
- 59% were aware of TV ads with 45% aware of radio ads, and 41% aware of ads in newspapers or magazines.
- only 7% were aware of special events and of that percentage only 5% were influenced by special events to visit the park.
- 67% indicated special events would encourage a visit in the future.
- 28% also visited attractions/facilities outside of the park including stores/restaurants (59%) and town (12%).

Sun- Motor- Motor- Wa Bike July 1976 45.1 - 74.2 37.1 14.0 36.2 7.5 -		
1976 45.1 - 74.2 37.1 14.0 36.2 7.5 -	Malk/ Casual View/ Play- View- Hike Bike Joy, Flay Photo Ground Relax points	lay- round Relax poin
	74.2 37.1 14.0 36.2 7.5 - 48.0 28.9 24.4 75.1 19.1	4.4 75.1 19.1
1984   40.9 44.2 51.9 53.4 8.1 47.9 19.3 7	44,2 51.9 53.4 8.1 47.9 19.3 75.6 41.1 49.1 45.3 89.6 31.3	3.3 89.6 31.

	7	ACTIVITIES PARTICIPATION (CON'T)	PARTIC	IPATION (C	CON'T)	
	Guided Walks	Staf Displays Rec.	Staff Rec.	Staff Present. Fish Other	Fish	Other
1976	2.0	2.0 6.5	0.1	0.0	53.4 4.0	4.0
1984	2.5	2.5 7.4	9.2	3.1	68.1	1

	74	CITATI	ACITATI SPENI NOSI IINE AL	I IIIIE A	1				
. Relax Swim Fish Walk bathe H	Fish	Walk	Sun- bathe	Hike	Hike Canoe	Picnic	Casual Play	Casual View Play Points Other	Other
1976 29.6 30.4 18.6	18.6	ı	1	6.3	2.0	6.3 2.0 2.0 3.4	3.4	0 7.6	7.6
1984 29.7 8.2 38.6 2.5 3.2 1.3 1.3 4.4 1.9	38.6	2.5	3.2	1.3	1.3	4.4	1.9	0 8.8	8.8

PROGRATS ADEQUATE	TUTTSBERTAE/REGREETOR	MATATION JATE Bon't know	RIVE/RECI AUS ADEQU SO	TETESPER PROGR	
A OF A	KOGKATE	0.0	7 7	20,00	1080
	ROGRATIS ADEQUA	7.5 6	15 /	0 00	
bon't	PROGRAMS ADEQUATE Don't	k-now	No	Yes	
	PROGRAMS ADEQUATE	bon't			

Close ient ended Frie	Conomo						
	ands Intere	l Past st Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Visiting General Past Matural Clean/ Beach/ Aquatic Facilities/ Friends Interest Exper. Setting Well Kept Swimming Rec. Rec. Opport.
1976 17.0 5.2 11.9 2.8	8 3.2 8.3 10.4 1.8	8 3	10.4	1.8	9	15.0 8.3	8.3
1984 16.8 4.2 6.0 2.4	0.0 2.4 3.0 .15.0 7.2 0.6	15.0	7.2	9.0	0	19.2 9.0	0.6

	OCC MODAGO	MANG DATE	(CONT PER
	HEASON FOR	REASON FOR CHOOSING PARK (CON'T)	( I. NO)
	Quiet/	Prefer	
	Uncrowded	Prov. Park Other	Other
1976	5.9	1.5	2.6
1984	15.0	0	1.8

	AWARE OF ADS	ADE	ADS INFLUENCE CHOICE OF PARK	LUENCE F PARK
	Yes	No	Yes	No
1984	66.2 33.7	33.7	10.3	89.7

SPECIAL EVENTS ENCOUMAGE FUTURE VISIT	Yes No	67.4 32.6
INFLUENCE OF SPECIAL EVENTS	s No	4.7 95.3
INFL	Yes	4.7
AWARE OF SPECIAL EVENTS	llo	92.5
SPECIAL	Yes	7.5
		1984

YES NO 27.9 72.1		VISIT AN OUTSIDE	VISIT ATTRACTIONS OUTSIDE OF PARK
27.9		YES	NO
	1984	27.9	72.1

T.V. Radio paper azine Sheleter			TYPE OF	ADVERFISI	NG AWARE	Ō	
T.V. Radio paper azine Sheleter			٠				
T.V. Radio paper azine Sheleter				News-	Fa <sub>G</sub> −	Transit	
59 3 6,0 61 1 61 6.6		T.V.	Kadio	paper	azine	Sheleter	Other
50 2 44 0 41 1 41 1 6.6							
	1 cough.	50 3	0 77	/1 1	7.1 1	6.6	19.8

	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Florie
1976	39.6	39.6 20.7	25.0	25.0 15.4 8.0 3.8	8.0	3.8
1984	23.0	23.0 18.2	29.7	18.8 3.0 7.3	3.0	7.3

Tent Trailer	SECOND TYPE OF EQUIPMENT USED		
0	Truck Camper	Van	Motor Home
C L L			
1984   55.9 5.9 0.0	14.7	17.6	17.6 5.9

	niny Staff	1	7 25	
	Clean Washrms Fishing Staff	1	1.3 16	
	Frie- Cher Showers by ndly Other Showers by		3.4 1.7 0.8 6.3 2.1 4.6 0.8 13.0 0.0 1.3 16.7 2.5	
	Frie- ndly Ot	1	0.8	
	Water Walk/Canoe/ Swim/ Facil- Wild- Fac. Hike Sailing Beach ities life	1	9.4	
	Facil- ities	4	2.1	
	Swim/ Beach	1	6.3	
	Canoe/ Sailing	1	0.8	
Į.	Walk/ Hike	t	1.7	
TING VISIT		'	0.4	
REASON FOR ENJOYING	Clean	1	4.2	
REASON	mp- Natural tes Setting Clean	I	21.8 12.1 11.7 4.2 0.	
	Ca	1	12.1	
	Quiet/ Relax	ı	21.8	
		1976	1984	

				AECONINEMDED INFIN	OVETENTS							
	Leave	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Interp. Programs Progs.	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities	Showers
976	9.0	1976 9.0 1.0			4.1	1	2.6	3.7	7.2	16.1	25.1	1
984	3.8	0.5	1984 3.8 0.5 1.9 1.4	1.4	1.4	1.4 1.0 1.9	1.9	0.0	0.0 1.9 6.7	6.7	14.8 39.2	39.2

	-1	2	<sub>ش</sub>	7-4	8-14	4-7 8-14 15-21 22+ Average	22+	Average
1976 27.5 33.5 18.0 16.4 6.6	27.5	33.5	18.0	16.4	9.9	1	1	2.8
1984	17.4	28.4	27.1	22.6	1.9	17.4 28.4 27.1 22.6 1.9 1.3 1.3 3.4	1.3	3.4

Concess- Cl	Clean	Camp- sites	Fees/ Regins	Animal	Spray for Insects	Other
1.2 0	0.6 8.4	8.4				4.2
0.5		16.3		1.0	1.9	5.7

Family Couple Group Friends Single Other   1976   69,0   20.2   1.8   7.0   1.7   0.3   1984   57.4   26.6   0.0   13.0   1.2   1.8				TIPE OF PARTI	UKTI		
69,0     20.2     1.8     7.0       57.4     26.6     0.0     13.0		Family	Couple	Group	Friends	Single	Other
57.4 26.6 0.0 13.0	1976	0,69		1.8	7.0	1.7	0,3
	1984	57.4	26.6	0.0	13.0	1.2	1.8

3.9

1.7 28.2 16.0 26.2 14.6 7.1 2.9 3.4 1.2 30.5 21.0 21.0 14.4 7.2 2.4 2.4

1976

		AGE	AGE DISTRIBUTION		
	1-14	15-24	25-44	45-64	65+
1976	34.4	15.8	32.6	14.9	2.4
1984	27.8	12.7	32.1	22.9	9.4

	PREVIOUS VISIT TO PARK	S VISIT	VISIT LAST YEAR	LAST	CAMPED LAST YE	CAMPED IN PARK LAST YEAR
	YES	NO	YES	NO	YES	NO
1976	9.09	39.4	41.5	41.5 58.5	59.5	40.5
1984	78.6 21.4	21.4	81.5	81.5 18.5	93.4 6.6	9.9

		renditures)	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	average M OF PARK	
	Fuel and Transport.	Food and Enter- Drink tainmer	Food and Enter- Drink tainment	Miscell- aneous	Total Aver.\$
1976	29.1%	64.6% 6.3%	6.3%	1	\$19.71
1984	27.1%	35.2% 12.2%	12.2%	25.5	25.5 \$171.72

	TYPE OF			HOLL OF		
	TRIP			THE PARK		
					One of	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest.	Several	over
7501	, C	0	ı			
9/61	23./	53.7 43.6 2.7	7.7	1	1	ı
1007		0	C	0		7
1904	1333	40.8 5.9	5.9	19.3	10./ 10.	10.1

	Horth-	North-		Horth	Algon-	East-	Cent-	South-
	West	Cent.	North	Cent. North East	quin	ern	ral	quin ern ral West
1976								
	29.6	5.2	0.0	0.3	5.2 0.0 0.3 0.8 1.2 6.1 0.6	1.2	6.1	9.0
1984	37.6	5.1	0.0	9.0	5.1 0.0 0.6 0.0 0.6 3.2 0.7	0.6	3.2	0.7

		0	MIGIN			
	Ontario	Border Prov.	Other Canada	Border USA	Other, USA	Other
1976	43.8 9.1	9.1	9.	.6 38.9 6.2 1.9	6.2	1.9
1984	47.8	10.8		1.3 33.1 6.4 0.6	4.9	9.0

### LAKE ST. PETER (1984)

### CAMPER

### Users:

- all group types had been consistent in visitation since 1977, with families predominant at 55% and couples at 36%.
- organized groups were nonexistent both survey years.
- the 25-44 year old age group had increased 28% (to 42%) since 1977 while the 15-24 year old group had decreased by 51% to 9%.
- the 1-14 group was substantial at 32%.
- the largest proportion of parties were made up of two people, these accounted for 41.5%.

### Extent of Use:

- 46% were previous visitors, an increase from 24% in 1977.
- of the 46% who had visited before, 51% visited the previous year (an increase of 74% since 1977) and 82% of these had camped.
- as in 1977, 71% were on vacation and 27% were on weekend trips.
- the park's role as a major destination had increased from 50% to 61%, while stopovers decreased from 15% to 7% (a decrease of 53%).
- the average length of stay showed little change since 1977 (4 nights).
- those staying one night decreased from 25% to 14% (a decrease of 56%).

### Activities and Use of Facilities:

- 47% felt the interpretive or recreation programs were adequate.
- participation in picnicking (41%), canoeing (43%), viewing or photographing plants and animals (48%), relaxing (96%), visiting viewpoints (58%), had each increased since 1977.
- as well as the above activities, sunbathing, swimming, walking, casual play and fishing, each had participation rates above 30%.
- 37% spent the most time relaxing and 20% swimming.

### Camping Equipment Used:

- tents were the most commonly used (37%), although 31% used tent trailers.

- 22% recommended that improvements be made to either the interpretive or recreation programs, the largest percentage of all parks surveyed.
- 21% recommended improvements be made to sanitation and showers.
- 7% to trails and 8% to campsites.

- the most agreed upon reasons for choosing the park included past experience (15%), quiet/uncrowded (15%), facilities/recreational opportunities (14%) and general interest (13%).

### Expenditures:

- the average total expenditure was \$132.00. This was slightly below the average for the parks surveyed. - 50% of the campers spent under a total of \$75.00.
- the average visitor spent 40% of their total expenditure on food and 25% on fuel and transportation.

### Market Area:

- Central, Eastern and Algonquin Regions accounted for 86% of visitation.
- the local market was not very important since only 5% chose the park because it was close to home.

- 87% were aware of park advertising and 18% were influenced by the ads in their choice of park.
- most awareness was of television advertisements. newspapers and magazines.
- awareness of special events was 18% which was slightly below the average for the parks surveyed.
- only 6% were influenced by the special events. While 56% agreed they would be encouraged by them.
- 50% of the visitors made trips outside of the park to visit attractions.
- the facilities/attractions mentioned most often included stores/restaurants (29%), town (20%) and other parks (14%).

Family Couple Group 56.8 33.4 0.0		
56.8 33.4 0.0	Friends	Single Other
	7.7 1.9	0.2
1984 55.3 30.2 0.0	7.4 1.1	1.1 0.0

		AGE I	AGE DISTRIBUTION		
	1-14	15-24	25-44	45-64	+59
1977	31.1	18.6	32.8	14.4	3.1
. 1984	31.8	9.2	42.0	12.1	4.9

	PREVIOUS TO PARK	PREVIOUS VISIT TO PARK	VISIT LAST YEAR	LAST	CAMPED IN LAST YEAR	CAMPED IN PARK LAST YEAR
	YES	NO	YES	NO	YES	NO
1977	37.2	62.8	29.5	70.5	17.7	82.3
1984	46.2	53.8 51.2	51.2	48.8	81.8	18.2

			OKICIN	BI N.I	MICIN BI M.N.N. MECLON	0.0		
	Morth-West	North- Cent.	Worth	North- Cent. North East	Algon- E quin e	East-	East- Cent- South- ern ral West	South- West
1977	0.1	0.0	0.8	0.7	0.0 0.8 0.7 2.6 18.3 63.3 6.6	18.3	63.3	9.9
1984	0.0	0.0	1.3	3.8	0.0 1.3 3.8 6.3 21.5 58.2 3.8	21.5	58.2	3.8

				7		7			
		 2	n	4	5	9	_	÷	Aver.
1977	2.3	38.5	15.4	38.5 15.4 22.8 14.5 3.6 1.0 2.0	14.5	3.6	1.0	2.0	1
1984	,	 41.5	13.8	41.5 13.8 27.7 8.5 2.1 1.1 4.3	8.5	2.1	1:1	4.3	3.4

		EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	(% of total WITHIN 40	average KM OF PARK	
	Fuel and Transport.	Food and Drink	Enter- tainment	Miscell- aneous	Total Aver.\$
1977	21.9	56.3 3.1	3.1	18.7	18.7 \$ 32.30
1984	24.9	39.4 11.9	11.9	23.7	132.07

	TYPE OF			ROLE OF		
	TRIP			THE PARK		
					One of	Stop-
	Weekend	Weekend Vacation Other	Other	Hain Dest.	Severa]	over
1977	25.9	71.8 2.3	2.3	50.0	34.8 15.2	15.2
000	,		,	6 - 7	0	1
1984	9.97	/1.3	7.1	01.3	31.6	C. /

		0	MICIN			
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1977	92.4	92.4 0.8	0.0 2.5	2.5	3.0 0.6	0.6
1984	94.9	94.9 1.3	1.3 2.5	2.5	0.0 0.0	0.0

## LAKE ST. PETER - CAMPER

				ACTIVITIES PARTICIPATION	S PAKTI	CIPACION							
	Picnic	Sun- bathe	Swim	Motor- boat	Canoe	Canoe Hike	Bike	Walk/ Jog	Casual Play	View/ Photo		Kelax	Play- Ground Relax points
1977	22.6	1	ļ	78.9 16.8 33.0 58.5 7.5 -	33.0	58.5	7.5	1.	-	16.9	1	81.2	39.2
1984	40.7	74.2	87.1	17.6	43.0	66.7	14.1	91.4	74.2 87.1 17.6 43.0 66.7 14.1 91.4 48.4 48.4 9.8 95.7 58.1	48.4	9.8	95.7	58.1

		ACTIVITIES PARTICIPATION (CON'T)	S PARTIC	IPATION (	CON'T)	
	Guided		Staff	Staff		
	Walks	Displays	Rec.	Present.	Present. Fish	Other
1977	1.9	17.3 1.3	1.3	1.5	1.5 44.3 10.9	10.9
1984	16.1	19.4 11.8	11.8	7.5 45.2	45.2	1

			V	CTIVITY	ACTIVITY SPENT HOST TIME AT	T TIME AS	~,				
	Relax	Swim	Fish	Walk	Sun- Fish Walk bathe	Ніке	Camoe	Pienic	Casual	Casual View Pienic Play Foints Other	Other
1977	29.3	25.4	9.7	-1	ı	4.1	4.1 5.8	0.9	5.0	0.8	1.7
1984	37.2	19.8	5.8	4.7	8.1	4.7	7.0	3.5	2.3	37.2 19.8 5.8 4.7 8.1 4.7 7.0 3.5 2.3 0.0 7.0	7.0

rion	Don't	6.
INTERPRETIVE/RECREATION PROGRAMS ADEQUATE	Don No Know	.9 37.9
INTERPRETI PROGRAF	Yes	47.1 14.9
	1	1984

	Tent	Tent Trailer	Travel	Truck Camper	Van	Rotor Home
1977	44.1	44.1 33.7 11.5	11.5	10.8 6.7 2.3	6.7	2.3
1984	36.6	36.6 31.2 10.8	10.8	11.8 5.4 4.3	5.4	4.3

Trailer Trailer Camper Van Hone  0.0 0.0 6.7 26.7 0.0	Tent 1984 56.7
---	----------------

	Staff	7.0	L	5.5		
	Fishing	1.	-	I.8		
	Clean	5.3		3.7		
	Clean Other Showers Washrms Fishing Staff	15.4		6 1.2 6.1 15.2 1.2 0.0 0.6 11.0 2.4 3.7 1.8 5.5		
	Other	15.4		11.0		
	Frie- ndly	ı		9.0		
	Wild- life	1		0.0		
	Walk/ Canoe/ Swim/ Facil- Hike Sailing Beach ities	2 2	0.0	1.2		
	Swim/ Beach	000	7.0	15.2		
	Canoe/ Sailing		8 0.5 -	6.1		
	Walk/ Hike		0.5	1.2		
RFASON FOR ENJOYING VISIT	Water Fac.		8	9.0		
OR ENJOY	СТевп		5.9	7.		
REASON F	_ 0.	di tanan	24.9	1,00,1 26 0 11 0 7 0 5 5 0	( )	
	Camp-	2010	7.2	11 0	11.0	
	Quiet/	netav	21.5	0 00	7.07	
			1977 21.5 7.2 24.9 5.9	700	1984	

Lea	ave	Picnic	Beach/	Boat	Prails	More reca	More rec. Interp. Programs Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities	Showers
STR	15	Alca	CWAIII	ł	211			,	-	0 1	9 00	
5	5,6	0.0	6.5	1.6	0.3	0.6	2.8	1.6	1.9	0.0	30.00	
108/1	2 0	0.0	0.0 1.2	0.0	7.1	9.4 12.9	12.9	1.2	4.7	4.7	9.4	16.5
	1.0											

	_	.~	.~	7-4	8-14	4-7 8-14 15-21 22+	55+	Average
7701	7 1/2	23 6	100	23 B	0	ı	1	3.6
1984	13 8	28 7	16.1	13 8 28 7 16.1 31.0 9.2	9.5	1.1	0.0	4.0

	R	RECOMMENDED IMPROVEMENTS (CON'T)	IMPROVE	MENTS (CON	'T)	
Concess-	Clean		Fees/	Animal	Spray for	
ions	Grounds	Grounds sites	Rey'ns	Control	Insects	Other
	0					14 6
0.0	0.0	0.0	ı			200
7 0		2 2		1.2	1.2 11.8	11.8
4.7		7.0				

				REASON	REASON FOR CHOOSING PARE	NG PAIR.					
	Close	Close ient	Recommended		General	Past Exper.	Natural Setting	Visiting General Past Matural Clean/ Friends Interest Exper. Setting Well Kept	Beach/ Swimming	Aquatic Rec.	Beach/ Aquatic Facilities/ Swimming Rec. Rec. Upport.
1977	7.5	18.0	6.7	2.6	0.0	2.1	17.6	2.6 0.0 2.1 17.6 0.5	0.0	0.0 10.6 2.3	2.3
1984	4.9	4.9 5.8	9.7	1.9	12.6	14.6	1.9	1.9 12.6 14.6 1.9 2.9	8.9	6.8 3.9 13.6	13.6

	REASON FOR	REASON FOR CHOOSING PARK (CON'T)	(L, NOO)
	Quiet/	Prefer	
	Uncrowded	Prov. Park	Other
1977	8.0	4.1	20.0
1984	14.6	1.0	5.8

55.	INFLUMED SPECIAL 1 Yes 7.7	SPECIAL EVENTS  Yes Ho  17.8 82.2	1984	THFIUMICE OF SPECIAL EVENTS	No Yes No Yes	17.8 82.2 5.7	
-----	----------------------------	-----------------------------------	------	-----------------------------	---------------	---------------	--

	VISIT ATTRACTION OUTSIDE OF PARK	VISIT ATTRACTIONS OUTSIDE OF PARK
	YES	NO
1984	50.0	50.0

		TYPE OF	TYPE OF ADVERTISING ASSAULT OF	G ANARIE	5	
	T.V.	hadio	News- paper	Lag- azine	Dag- Transit azine Sheleter	Other
984	55.4	29.5	42.3	42.3 14	14.1	24.4

### MACLEOD (1984)

### CAMPER

### Users:

- families decreased to 47% and couples increased to 44%.
- the 1-14, 15-24 and 25-44 age groups all decreased since 1979, and the 45-64 age group was most prevalent at 28%. Those over 65 represented 12% of campers.
- average party size was 3.1 persons.

### Extent of Use:

- roughly 1/3 were previous visitors in 1984, 61% visited the previous year, and 92% camped (a 400% increase).
- 8% of those who visited MacLeod the previous year were day visitors (and have now returned as campers).
- type of trip had not changed significantly, with the majority, being a vacation trip (83%).
- stopovers were high at 59% (compared to the provincial average of 28%), while main destinations were low at 19% (compared to the provincial average of 48%).
- the average length of stay was 2.3 nights.
- 66% stayed for only one night in 1984, which was a 12% increase over 1979.

### Activities and Facilities:

- 20% felt interpretive programs were adequate, 12% felt they were inadequate, and 68% didn't know.
- participation in viewing/photographing plants and animals (32%), relaxing (89%) had increased since 1979.
- as well as the above activities, swimming, walking/jogging, and fishing had participation rates above 30%.
- relaxing (12%), fishing (15%), walking (14%), were the activities people spent the most time doing.

### Camping Equipment Used:

- 26% used a tent trailer as camping equipment and 20% used a tent, which was the reverse of the provincial average.

- the main recommended improvement to the park was showers (48%). This figure was the highest of all the parks surveyed.
- other improvements suggested were sanitation (8%), and campsites (7%).
- 3% recommended to leave the park as is.

- the majority of campers (39%) chose to stay at MacLeod because it was convenient, which is consistent with the 1979 survey.
- the second most popular reason was the good facilities and/or recreation opportunities (14%).

### Expenditures:

- the average total expenditure within 40 kms of MacLeod was \$107.98 which was slightly lower than the overall provincial average.
- the majority of the expenditure was on fuel & transportation whereas almost every other park indicated most money was spent on food and drink.

### Market Area:

- the main user groups were families and older couples.
- 22% of the campers were from Central Ontario and 21% were from the North Central Region.
- 11% were from other parts of Canada excluding border provinces.
- 10% indicated their permanent residence as border States.

- 59% used the park as a stopover.
- 83% were on vacation-type trip.
- the park's convenience and facilities/recreation opportunities should be promoted since these were reasons why people chose the park.
- 83% were aware of park advertising.
- 24% were influenced by the advertisements in their choice of park (compared to the average of other parks surveyed, those aware of advertisements was \*8% higher).
- 55% were aware of TV advertisements, 29% newspaper and magazine, and 20% radio.
- there was an extremely low awareness of special events (5%), and only 9% (of that 5%) were influenced by special events to visit the park.
- 56% would be encouraged by special events to visit in the future.
- 30% of the users visited other facilities and attractions outside of the park including stores/restaurants (18%), town (18%), showers (15%), laundry (12%) and theatre (3%).

	Other	2.5	1-1	
	Single	3.2	2.2	
IRTY	Couple Group Friends	3.5	5.5	
TYPE OF PARTY	Group	9.0	0.0 5	
	Couple	56.6 33.4 0.6 3	47.5 43.7	
	Family	56.6	47.5	
		1979	1984	

		AGE I	AGE DISTRIBUTION		
	$1-1^{l_1}$	15-24	25-44	45-64	+49
1979	30.7	13.2	33.0	17.1	0.9
1984	23.3	10.7	26.3	27.9 11.8	11.8

	TO PARK	PREVIOUS VISIT TO PARK	VISIT LAST YEAR	LAST	CAMPED IN LAST YEAR	CAMPED IN PARK LAST YEAR
	YES	NO	YES	NO	YES	NO
1979	25.6 74.4	74.4	9.8	90.2	90.2 18.2	81.8
1984	34.3	34.3 65.7	2.09	39.3	39.3 91.9	8.1

			ONTOTIE	D1 110 H	ONIGIN DI H.M.N. MEGICI	3		
	horth- West		North	North- Cent. North East	Algon- East- Cent- quin ern ral	East-	Cent- ral	South- West
1979	0.9	14.7	3.5	1.3	14.7 3.5 1.3 3.5 9.2 25.8 10.3	9.2	25.8	10.3
1984	9.0	21.0	4.2	5.4	21.0 4.2 5.4 1.2 6.0 22.2 7.8	0.9	22.2	7.8

				PAR	PARTY SIZE	ZE.			
7		2	2	4	2	9	7	÷	Aver.
1979 . 4.	3	37.0	16.8	26.4	9.6	3.	5 2.3	4.3 37.0 16.8 26.4 9.6 3.6 2.3 0.0 3.3	3.3
1984 2.	2 7	7.64	2.2 49.7 14.9 18.8 7.7 5.0 0.6 1.1	18.8	7.7	5.(	9.0 (	1,1	3.1

	E1 0	XPENDITURES Kpenditures)	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	average N OF PARK
	Fuel and Transport.	Food and Enter- Drink tainner	Food and Enter- Drink tainment	fiscell- Total aneous' Aver.\$
1979	31.0	43.1	5.3	20,5 \$ 46,39
1984	39.5	33.1 10.0	10.0	17.5 \$134.21

	TYPE OF			KOLL OF		
	THIP			THE PARK		
					One of Stop-	-do
	Weekend	Weekend Vacation Other	Other	Main Dest.	Main Dest. Several over	er
1979	0.6	9.0 83.5 7.4	7.4	21.7	21.7 24.6 53.7	7
1984	7.1	7.1 83.2 9.8	9.8	19.3	19.3 . 22.1 58.6	9

		5	DRIGIN			
;	Untario	Border Prov.	Other Canada	Border USA	Other USA	Other
1979	69.5 7.7	7.7	7.0	9.6	7.0 9.6 3.5 0.0	0.0
1984	68.4	68.4 1.8		9.6	10.8 9.6 6.0 3.6	3.6

### MACLEOD - CAMPER

			AC	TIVITE	ACTIVITIES PANTICIPATION	PATION							
	Picnic	Sun- bathe	Motor- Swim boat Canoe Hike Bike J	Motor- boat	Canoe	llike	Bike	Walk/ Jog	Casual Flay	View/ Photo	Casual View/ Play- Play Photo ground		View-
1979	20.1	1	52.7	15.8	10.4	34.2	9.7	1	33.5	14.4	5.4		75.9 19.8
1984	20.5	27.1	42.9	17.5	7.9	28.2	8.5	72.3	27.1 42.9 17.5 7.9 28.2 8.5 72.3 19.2 31.6 5.6	31.6	5.6	88.7	88.7 26.0

		ACTIVITIES PARTICIPATION (CON'T)	PARTICI	PATION (	CON'T)	
	Cuided Walks	Displays	Staff Rec.	Staff Present. Fish Other	Fish	Other
1979	2.2	5.8	0.4	2.2	9.44	1
1984	2.8	2.8 6.2	7.9 1.1	1.1	31.6	

			A	ACTIVITY SPENT MOST TIME AT	PENT NOS	T TIME A	T.				
	Relax	Swim	Fish	Walk	Sun- bathe	Hike	Canoe	Sun- Selax Swim Fish Walk bathe Hike Canoe Picnic Play	Casual Play	View Foints Other	Other
1979	37.6	14.2	37.6 14.2 20.4	t	1	2.7	2.2	0.4	4.4	2.7 2.2 0.4 4.4 0.9 3.0	3.0
1984	41.7	8.6	14.7	14.1	1.2	2.5	1.8	.3.7	0.0	41.7 8.6 14.7 14.1 1.2 2.5 1.8 3.7 0.0 0.6 10.9	10.9

REATION JATE	Don't Know	11.9 68.2
UTERPRETIVE/RECREATION PROGRATS ADEQUATE	OM	11.9
INTERPRE	Yes	19.9
		1984

1979 1984

13.6

(L, MOO)	Other	12.4	6.0	
REASON FOR CHOOSING PARK (COM'T)	Freier Prov. Park Other	6.1	0.9	
REASON FOR	Quiet/ Uncrowded	1.6	7.5	
		1979	1984	

	ALLARE OF	.1.	THPLITE	MPLIENCE OF	CIVILLY INTO	SPRUTAL BULLINGS	_
	SPECIAL	SPECIAL EVENTS	SPECIA	SPECIAL EVENTS	FNCOURA	ENCOURAGE FUTURE VISIT	
	Yes	Мо	Yes	No	Yes	ilo	
1984	5.2	5.2 94.8	9.3	9.3 90.7	56.5	56.5 43.5	

VISIT ATTRACTIONS OUTSIDE OF PARK	YLS NO	29.8 70.2	
		1984	

News-   Aug. Transit   T.V.   Hadio   Paper azine Sheleter   55 1 19 9 9 9 5 9 5 5 7		TYPE OF A	ADVERTISING	SO AWAITE	J.	
paper 20 5				1.865	Transit	
29 5	T.V.	hadio		azine	Sheleter	Cther
, ,	55.1	19.9	29.5	29.5	5.7	21.1

### MACLEOD - CAMPER

			TIPE OF EQUIPMENT USED	TENENT USE	A:	
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor
1979	31.4	20.5	31.4 20.5 21.5 14.1 12.2 6.1	14.1	12.2	6.1
1984	19.7	15.3	19.7 15.3 25.7 14.2 12.0 12.6	14.2	12.0	12.6

		Tent	Travel	Truck		Motor
	Tent	Trailer	Trailer	Camper	Van	Нотве
1984	52.6	5.3	10.5	5.3	5.3 26.3 0.0	0.0

	Staff	3.7	2.3	
	Clean Washrms Fishiny Staff		7.5	
	1	3.3	1.9	
	Other Showers	0.6 7.3 0.0 3.3	3.4 1.5 4.5 1.1 1.1 0.8 16.2 0.0 1.9 7.5 2.3	
	Frie- ndly	9.0	0.8	
	Wild- life		1.1	
	Walk/ Canoe/ Swim/ Facil- Hike Sailing Beach ities	7.4 4.3	1.1	
	Swim/ Beach	7.4	4.5	
	Canoe/ Sailing	1.6 -	1.5	
	Walk/ Hike	1.6	3.4	
REASON FOR ENJOYING VISIT	Water Fac.	7.2	0.9	
OR ENJOY	Clean	9.2	6.4	
REASON F	Natural Setting Clean	20.3 15.2 19.7 9.2 7.2	22.6 13.6 10.9 6.4 6.0	
	Camp- sites	15.2	13.6	
	Quiet/ Relax	20.3	22.6	
		1979	1984	

Leave Picnic as is Area	Beach/ Boat Swim Fac.	Boat Fac.	Trails	Nore rec. Interp. Programs Progs.	Interp. Progs.	Infor- mation	Noise Sani- Control tation	Sani- tation	Other n Facilities S	Showers
1979 9.2 1.3	1.3	2.2	3.5	6.3 2.5	2.5	3.5	2.2 8.2	8.2	13.6	20.9
1984 3.3 0.8 1.2		0.4	0.0	0.0 2.1 3.3	3,3	0.8	1.2 8.2	8.2	14.8	47.7

	-	2	~	4-7	8-14	4-7 8-14 15-21 22+	22+	Average
1979	58.4	15,1	9.6	58.4 15.1 9.6 9.6 7.2	7.2	1	ı	2.6
1984	65.7	12.8	7.0	9.3	3.5	65.7 12.8 7.0 9.3 3.5 1.2 0.6 2.3	9.0	2.3

	RE	RECOMMENDED IMPROVEMENTS (CON'T)	IMPROVE	MENTS (C	(T'NC	
Concess- ions	Clean	Camp- sites	Fees/ Regins	Animal	Spray for Insects	Uther
1.6	1	3.5	4.7		3.2	12.3
2.5	ı	9.9	1	.0.8	2.9 3.3	3,3

### NAGAGAMISIS (1984)

### CAMPER

### Users:

- there was a decrease in families (to 45%) and an increase in couples (to 38%).
- age distribution was fairly constant; the 25-44 age group being most prevalent (38%).
- there were as many 45-64 year olds as 1-14.
- average party size was 3.4 persons.

### Extent of Use:

- 37% were previous visitors which is the same as in 1978.
- 53% visited the previous year (a 70% increase since 1978), and 97% camped.
- 3% who visited the previous year were day visitors (and had now returned as campers).
- 87% were on vacations and 9% on weekend trips.
- main destination use was predominant at 40% (up 6%), and 24% used the park as a stopover.
- average length of stay in 1984 was 3.6 nights, up since 1978.
- 32% stayed at the park for only one night (a decrease since 1978).

### Activities and Facilities:

- 13% felt recreation and interpretive programs were inadequate, and 31% felt they were adequate.
- participation in picnicking (36%), motorboating (41%), hiking (55%), viewing/photographing plants and animals (59%), relaxing (87%), viewpoints (41%), and displays (33%) had each increased at least 10% since 1978.
- as well as the above activities, sunbathing, swimming, walking/jogging, and fishing each had participation rates above 30%.
- 33% spent the most time relaxing, and 29% fishing.

### Camping Equipment Used:

- 40% used tents and 19% used tent trailers as camping equipment.

### Recommended Improvements:

- the most recommended improvement to the park was in the area of campsites/electrical sites (15%).
- 15% also recommended improvements to the showers and 12% to sanitation.
- 7% suggested the park be left as is.

### Why Choose Park:

- an equal percentage (16%), chose Nagagamisis because it was convenient and it was quiet, remote, and uncrowded.

- 14% selected this park because of good facilities/recreation opportunities and 12% because of aquatic recreation (which was high compared to the provincial average of 4%).

### Expenditures:

- the total average expenditure within 40 kms of the park was \$106.52, slightly lower than the average of the other parks surveyed.

- the main expenditure was on food and drink followed by fuel and transportation.

### Market Area:

- 58% of the campers were from Ontario with 23% coming from Central Ontario and 17% from the Northern Region.

- border States made up 31% of the campers, which is twice as many as other parks surveyed.

### Marketing and Promotional Information:

- Nagagamisis was a main destination for 40% of those surveyed and 37% said it was one of several destinations.

- the type of trip was mainly a vacation (87%), followed by

a weekend trip (9%).

- the main overall reasons for enjoyment of the park were quiet/relaxing (22%), campsites (15%), fishing (15%), and natural setting (12%).

- 73% were aware of park advertising and 30% of that percentage were influenced in their choice of park by the

ads.

- 69% were aware of TV ads, 45% of newspaper and magazines,

and 31% of radio ads.

- there was a very low awareness of special events (10%), and only 9% of those people were influenced by the special events to visit the park.

- 57% indicated that they would be encouraged by special

events to visit the park in the future.

- 36% of users also visited other facilities and attractions outside of the park including stores/restaurants (22%), town/village (16%) and showers(10%).

			TYPE OF PARIT	AKLY		
	Family	Couple	Group	Couple Group Friends	Single Other	Other
1978	57.6	30.1	0.0 8.0	8.0	2.7	1.5
1984	45.2	38.3	1	9.0	4.8	1.6

		AGE	AGE DISTRIBUTION		
	1-14	15-24	25-44	45-64	+59
1978	24.0	15.8	34.4	21.7	4.0
1984	22.2	13.7	38.5	21.7	3.9

	PREVIOUS TO PARK	PREVIOUS VISIT TO PARK	VISIT LAST YEAR	LAST	CAMPED IN LAST YEAR	CAMPED IN PAKK LAST YEAK
	YES	NO .	YES	110	YES	NO
1978	37.3	37.3 62.7	23.4	23.4 76.6	22.0	78.0
1984	37.0	37.0 63.0	52.9	52.9 47.1	97.2	2.8

37.0 63.0 52.9 47.1 97.2 2.8  ORICIN BY M.H.R. REGION  Horth- Horth Bast quin ern ral West  0.2 2.5 22.5 2.2 3.0 3.8 19.6 7.1  0.0 1.7 17.4 4.7 0.6 4.7 22.7 6.4
37.0 63.0  horth- forth- west cent.  0.2 2.5  0.0 1.7

	_			PAR	PARTY SIZE	<u></u>			
		67	m	7	2	9	7	3+	Aver.
1978	2.7	2,7 36.9 19.2 19.9 11.2 5.4 2.0 2.7 3.4	19.2	19.9	11.2	5.4	2.0	2.7	3.4
1984	8.4	4,8 42.3 15.9 20.1 6.3 5.3 1.1 4.2 3.4	15.9	20.1	6.3	5.3	1.1	4.2	3.4

	El O	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	(% of total WITHIN 40 K	average M OF PARK	
	Fuel and Transport.	Food and Enter- Drink tainment	Enter- tainment	Miscell- aneous	Total Aver.\$
1978	31.1	43.4 7.6	7.6	17.8 \$ 31.28	\$ 31.28
1984	32.3	36.2 7.3	7.3	24.1	24.1 \$126.35

	TYPE OF			HOLE OF		
	THIP			THE PAKK		
					One of	Stop-
	Weekend	deckend Vacation Other	Other	Main Dest.	Several over	over
1978	14.0	14.0 82.6 3.4	3.4	33.7	37.8 28.4	28.4
1984	8.9	8.9 87.4 3.7	3.7	39.8	36.6 23.6	23.6

			MIGIN			
	Untario	Border Prov.	Other Canada	Border USA	Other USA	Other
1978	61.1	-	7.0	27.7	6.0 6.9	6.0
1984	58.2	1.7	0.0	30.8 8.1	8.1	1.2

### NAGAGAMISIS - CAMPER

			A	ACTIVITIES PARTICIPATION	S PARTIC	IPATION							
	Picnic	Sun- buthe	Swim	Motor- boat	Walk/ Canoe Hike Bike Jog	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play- Ground	Relax	View- Relax Loints
1978	20.7		49.8	49.8 27.3 20.0 35.2 13.3 -	20.0	35.2	13.3	- 1	27.6	1	21.9 3.2 74.6 19.7	74.6	19.7
1984	35.9	42.9	53.3	41.5	26.2	54.9	16.5	75.0	42.9 53.3 41.5 26.2 54.9 16.5 75.0 26.6		58.7 3.8 87.0 40.8	87.0	40.8

	Other	3	1	
CON'T)	Staff Present. Fish	58.4	62.2	
IPATION (	Staff Present.	3.4 4.4 58.4	10.3 7.6 62.2	
PARTIC	Staff Kec.	3.4	10.3	
ACTIVITIES PARTICIPATION (CON'T)	Displays	2.7 8.9	32.6	
7	Guided Walks	2.7	10.9 32.6	
		1978	1984	

			Ac	CTIVITY :	SPERT NO	ACTIVITY SPENT MOST TIME AT	T				
	Relax	Swin	Fish	Walk	Sun- bathe	ilike	Сапое	Sun- Swim Fish Walk bathe Hike Canoe Picnic Play	Casual	View Points Other	Other
1978	34.3	6.2	34.3 6.2 34.0	1	1	3.6	4.4	3.6 4.4 1.5 3.3	3.3		5.1
1984	33.0	5.7	29.0	3.4	1.1	4.5	5.1	4.5	0.0	33.0 5.7 29.0 3.4 1.1 4.5 5.1 4.5 0.0 0.6 13.1	13.1

(EATTOR	bon*t	56.2
ETLACATETVE/RECREATION PROGRAMS ADEQUATE	0:	12.9 56.2
ICTERATOR	Yes	30.9
		1984

Close ient ended			REASON FOR CHOOSING LINE					
		General Interest	Past Exper.	Natural Setting	Visiting General Past Natural Clean/ Friends Interest Exper. Setting Well Kept	Beach/ Swimming	Aquatic Rec.	Beach/ Aquatic Facilities/ Swimming Rec. Rec. Opport.
1978 4.1 21.9 6.1	.2.4	5.8	7.7	13.4	2.4 5.8 7.7 13.4 2.7 1.3	1.3	13.2 5.5	5.5
1984 7.5 15.8 5.6	1.4	1.4 3.7 9.3 3.3 1.9	9.3	3.3	1.9	1.9 11.6 14.4	11.6	14.4

	REASON FOR	REASON FOR CHOOSING PARK (CON'T)	(L, MOO)
	Wuiet/	Prefer	
	Uncrowded	Prov. Park	Other
1978	3.8	5.4	6.8
1984	15.8	1.9	0.9

AWARE OF ADS CHOICE OF PARK	No Yes No	4 26.6 29.6 70.4
AWARE	Yes	1984 73.4

	AVARE OF SPECIAL EVENTS	IMFLUENCE OF SPECIAL EVENT	NFLUENCE OF SPECIAL EVENTS	SPACIAL EVENTS IMCOURAGE FUTUI VISIT	PECIAL EVENTS RECURACE FUTURE ISIT
	Yes No	Yes	No	Yes	ľio
1984	9.8 90.2	9.1	6.06	56.9 43.1	43.1

	VISIT ATTRACTIO OUTSIDE OF PARK 	VISIT ATTRACTIONS OUTSIDE OF PARK TAS RO
1984	35.9	64.1

Hac- Transit azine Sheleter 44.6 9.3		TYPE OF	TYPE OF ADVERTISING AWARE	NG AWARE	OF.	
Radio paper azine Sheleter   8 30.9 44.6 44.6 9.3			News-	Lag-	Transit	
44.6 44.6 9.3	T.V.	Radio	paper	azine	Sheleter	Cther
	68.8	30.9	9.44	9.44	9.3	20.9

### NAGAGAMISIS - CAMPER

я . .

			TIPE OF EQUIPMENT USED	IFMENT USE	2	1
	Tent	Tent Trailer	Travel	Camper	Van	Hone
1978	37.1	37.1 22.4	19.2	16.6 9.9 7.9	6.6	7.9
1984	40.5	40.5 18.9 15.3	15.3	11.1 6.8 7.4	6.8	7.4

Tent Travel Truck		
10 cm 2 1 cm 10 cm 2 1 cm	Truck	Motor
TATTRIT	Camper Van	

	Staff	2.9	2.1	
	Clean Washrims Fishing Staff		14.6	
	Clean	2.1	3.5 2.4 2.7 1.4 1.7 0.7 11.5 3.8 1.4 14.6 2.1	
	Other Showers		3.8	
	Other	12.1	11.5	
	Frie- ndly	-	0.7	
	Wild- life		1.7	
	Facil- Wild- ities life	1.4	1.4	
	Walk/ Canoe/ Swim/ Hike Sailing Beach	20.8	2.7	
	Canoe/ Sailing	ı	2.4	
	Walk/ Hike	2.1 -	3.5	
ING VISIT	Water Fac.	4.7	0.3	
REASON FOR ENJOYING VIST	Clean	4.7	5.2	
REASON F	Matural Setting	26.3 4.7 4.7	22.2 14.9 11.5 5.2 0.3	
	Camp-	18.8	14.9	
	Quiet/ Relax	20.8	22.2	
		1978	1984	

			RECOMMENDE	O IMP	ROVELLENTS							
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Interp. Programs Progs.	More rec. Interp. Programs Progs.	Infor- mation	Noise (Control	Sani-	Other on Facilities Showers	Showers
1978	6.3	6.3 0.7	2.9	3.4	2.2	2.5 4.7	4.7	4.8	1.6	25.	0.4	1
1984	.2.9	6.7. 0.6 4.9	6.9	3.7	2.4	2.4 2.4 8.5	8.5	1.8	1.8 0.6	12.2	12.2 11.6	14.6

	8	ECOMMENDED	IMPROVE	RECOMMENDED IMPROVEMENTS (CON'T)	T)	
Concess- ions	Clean Grounds	Camp- sites	Fees/ Regins	Animal Control	Spray for Insects Other	Othe
0.2	0.5	6.3	1	ŀ	1	34.8
9.0	ţ	15.2	ı	9.0	5.5 7.9	7.9

		2	m	74	8-14	4-7 8-14 15-21 22+	+22	Average
1978	37.2	24.2	11.5	37.2 24.2 11.5 18.2 9.0	0.6	1	1	2.8
1984	32.0	21.9	12.4	23.6	32.0 21.9 12.4 23.6 7.3 1.7	1.7	1.1 3.6	3.6

### NORTH BEACH (1984)

### DAY USE

### Users:

- there was a decrease (11%) in families and an increase (43%) in couples.
- groups or friends were substantial at 19%.
- the 25-44 age group was most prevalent (39%) and had increased 34% since 1976, while the 1-14 and 15-24 groups had decreased.
- those 45-64 had increased 38% and those over 65 had increased 86% to account for 3% of total visitors.
- average party size in 1984 was 4.3 people.
- parties of 2 were predominant at 25%.

### Extent of Use:

- 81% were previous visitors to the park, 79% of these had visited the previous year giving the park a return rate 7% higher than average.
- for 70% of respondents the park was a main destination, one of several for 16% and a stopover for 13%.
- length of stay was over 4 hours on average with only 5% staying less than one hour.

### Activities and Use of Facilities:

- 34% felt that recreation and interpretive programs were adequate.
- relaxing (80%) has showed the greatest increase since 1976.
- picnicking, sunbathing, swimming, walking, casual play and relaxing all had participation rates above 30%.
- swimming (43%); sunbathing (24%), relaxing (10%), and picnicking (10%), were activities visitors spend the most time doing.

### Recommended Improvements:

- 27% recommended improvements to the beach area. This had increased 57% since 1976.
  - others mentioned were concessions (18%) and picnic area (13%).

### Why Choose Park:

- the closeness of the park was the most agreed upon factor (42%).
- other factors included convenient (8%), beach/swimming (8%), and past experience (7.6%).

### Expenditures:

- the average total amount spent was \$62.10. This was well below the average for the parks surveyed.
- over 72% of the visitors spent less than \$30.00.
- the average visitors spent 41% of their total expenditures on food and 24% on fuel and transportation.

### Market Area:

- more than 50% of the visitors were families and 20% each of couples and groups of friends.
- 70% used the park as a main destination.
- 48% stayed at their permanent address while using the park and 21% stayed with friends or relatives.
- 89% were from the Eastern and Central Regions of Ontario.

### Marketing and Promotional Information:

- 70% were aware of park advertising and 12% were influenced by the advertisements in choosing North Beach.
- 58% were aware of special events and 8% of these were influenced by the special events to visit the park.
- 69% would be encouraged by special events to visit the park in the future.
- over 13% of the visitors went to attractions outside of the park.
- attractions mentioned included local attractions (25%), and other parks (17%).

### Park-Specific Topics:

- 65% were satisfied with the level of enforcement and security.
- of those dissatisfied, too many regulations (55%), and noise control (18%) were the most agreed upon reasons.
- visitors agreed the washrooms (92%) and the picnic grounds (95%) were well-maintained.
- 75% agreed the beach was well-maintained.
- only 7.5% of the visitors used the barbeques provided.

			TYPE OF PARTY	4K'fY		
	Family	Couple	Couple Group	Friends	Single	Other
1976	61.2	13.8 0.7	0.7	20.1	1.9	2.3
1 98 4	54.3	19.7 0.8	0.8	18.9	3.9 2.4	2.4

32.0						
38.4 28.8 29.1 2.3 32.0 19.0 38.7 7.6		1-14	15-24	25-44	49-64	65+
32.0 19.0 38.7 7.6		38,4	28.8	29.1	2,3	1.4
	1984	32.0	19.0	38.7	7.6	5.6

	TO PARK	VISIT LAST YEAR	AST	CAMPED IN LAST YEAK	CAMPED IN PARK LAST YEAR
	YES NO	YES	NO	YES	NO
1976	87.4 12.6	88.5	11.5	0.0	100.0
1984	81.3 18.8	79.2	20.8	2.4	92.6

			OKICIN	BY M.H	DRIGIN BY M.N.R. KEGION	N(	
	Horth- West	Morth- Cent.	Horth	Horth East	Algon- quin	Fust- ern	Horth- Horth Horth Algon- Fast- Cent- South-West Cent, Horth East quin ern ral West
1976	0.0	0.0	0.0	0.1	0.2	77.9	0.0 0.0 0.0 0.1 0.2 77.9 16.5 0.3
1 984	0.0	0.0	0.0	0.9	6.0	0.79	0.0 0.0 0.0 0.9 0.9 67.0 21.7 1.7

	_			PAR	PARTY SIZE				
	1	8	m	7	2)	. 9	7 8+		Aver.
1976	2.1	19.4	13.5	25.6	14.0	11.9	2.1 19.4 13.5 25.6 14.0 11.9 5.2 8.2	.2	
1984	4.7	25.2	13.3	20.5	16.5	7.1	4.7 25.2 17.3 20.5 16.5 7.1 0.8 7.9 4.3	6.	4.3

	<u>⊇</u> 0	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	(% of total WITHIN 40 K	average M OF PARK	
	Fuel and	Food and Enter- Drink tainment	Enter- tainment	Miscell- Total	Total Aver.\$
1976		1	1		1
1984	23.7	40.6 9.0	9.0	26.6	26.6 \$62.10

	TYPE OF			ROLE OF		
	11111				One of	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest. Several over	Several	over
1976	ı	1	-	-	1	1
1984	•	-	-	70,3 16,4 13.	16.4	13,3

		)	ORIGIN			
	Untario	Border Prov.	Other Canada	Border USA	Other	Other
1976	95.0	0.7	95.0 0.7 1.2 0.6 0.9 0.2	9.0	0.9	0.2
1984	92.2	92.2 3.5 1.7	1.7	1.7	0.9 0.0	0.0

# NORTH BEACH - DAY VISITOR

Picnic	Sun- bathe	Swim	Motor- boat	Canoe		We Hike Bike Jo	Walk/ Jog	Casual Play	View/ Photo	Play- ground	Kelax	View-
1976 64.3	ı	90.9	6.1	3,2	7.6	0,7	ı	50.9	1.6	1	62.7 2.4	2.4
984 57.8	86.8	94.6	1.6	3.9	6.2	86.8 94.6 1.6 3.9 6.2 4.7 50.4	0.4	48.1 5.4 4.7	5.4	4.7	79.8 7.0	7.0

		ACTIVITIES PARTICIPATION (CON'T)	PARTICI	PATION (	CON'T)	
	Guided Walks	Displays	Staff Rec.	Staff Present.	Staff Present. Fish Other	Other
1976 1.5	1.5	0.3	0.3	1	2.2 3.2	3.2
1984 2.3 1.6	2.3		3.1	0.8	5.5 7.1	7.1

	Other	2.8	8.9	
	View Points Other	0.5 0.5 3.7 10.3 0.0 2.8	10.2 43.2 0.8 1.7 23.7 0.8 0.0 10.2 2.5 0.0 6.8	
	Casual Play	10.3	2.5	
	Casual Picnic Play	3.7	10.2	
E-I	Sun- Relax Swim Fish Walk bathe Hike Canoe	0.5	0.0	
T TIME A	Hike	0.5	0.8	
ACTIVITY SPENT MOST TIME AT	Sun- bathe		23.7	
CTIVITY	Walk		1.7	
ď	Fish	0.2	0.8	
	Swin	48.7	432	
	Relax	33.2 48.7 0.2	10.2	
		1976	1984	,

INTEMPRETIVE/RECREATION PROGRATS ADEQUATE	Yes No Know	33.6 10.9 55.5
		1984

# North Beach - Day Visitor

				ACCOMMODATION USED WHILE AT PARK	ION USED PARK				
	Perm. Kesid.	Prov. Campurd.	Hotel/ Motel	Friend/ Resort/ Relative Lodge	Resort/ Lodge	Cabin/ Cottage		Private Private Cottage Campgrd Other	Other
1976	1	1	1	8	•	1	1	1	-
1984	47.7	4.7	5.6	47.7 4.7 5.6 21.5 0.9	6.0	5.6	0.0	0.0 4.7 9.3	9.3

Quiet/ Camp- Hatural Water Walk/ Canoe/ Swim/ Facil- Wild- Frie- Uncrow- Good Clean Relax sites Setting Clean Fac. Hike Sailing Beach ities life ndly Other Picnic ded Weather Lake 1976				ICI	
Quiet/ Camp- Hatural Water Walk/ Canoe/ Swin/ Facil- Wild- Frie- Uncrow-Relax sites Setting Clean Fac. Hike Sailing Beach ities life ndly Other Picnic ded			l	25.2	
Quiet/ Camp- Hatural Water Walk/ Canoe/ Swin/ Facil- Wild- Frie- Uncrow-Relax sites Setting Clean Fac. Hike Sailing Beach ities life ndly Other Picnic ded		Good Weather	1	3.1	
Quiet/ Camp- Hatural Water Relax sites Setting Cleun Fac.		Uncrow-	1	6.3	
Quiet/ Camp- Hatural Water Relax sites Setting Cleun Fac.		Picnic	ı	3.8	
Quiet/ Camp- Hatural Water Relax sites Setting Cleun Fac.		Other	ı	3.8	
Quiet/ Camp- Hatural Water Relax sites Setting Cleun Fac.		Frie- ndly	1	3.1	
Quiet/ Camp- Hatural Water Relax sites Setting Cleun Fac.		Wil lif	1	9.0	
Quiet/ Camp- Hatural Water Relax sites Setting Cleun Fac.		Facil- ities	ı	0.0	
Quiet/ Camp- Hatural Water Relax sites Setting Cleun Fac.		Swim/ Beach	1	41.5	
Quiet/ Camp- Hatural Water Relax sites Setting Cleun Fac.		Canoe/ Sailing	1	0.0	
Quiet/ Camp- Hatural Water Relax Sites Setting Clean Fac.	SIT	Walk/ Hike	1	9.0	
Quiet/ Camp- Hatural Relax sites Setting	>	Water Fac.	1	6.9	
Quiet/ Camp- Hatu Relax sites Sett	ON FOR EL		8	5.7	
Quiet/ Relax - 9.4	KEAS	Matural Setting	ı	3.1	
		Camp- sites	1	0.0	
1976		Quiet/ Relax	1	9.4	
			1976	1984	

			KECOL/NE	SADED THPROVECEMTS	OVELLEPTS							
	Leave	Picnic Area	Beach/ Swin	Boat Fac.	Prails	More red Programs	Nore rec.Interp. Programs Progs.	lnfor- mation	Noise Sani- Control tation	Sani- tation	Other Facilities Showers	Showers
1976	18.3 7.6	7.6	17.1	4.6	4.6 1.6 5.6 0.0	5.6	0.0	0.7	8.2	2.5		8
1984	7.5	7.5 12.9	26.9	1.1		0.0 3.2 1.1	1.1	0.0	0.0 1.1	3.2 2.2	2.2	8.6

			LENGT	ENGTH OF STAI	CHOOM)			
	. 0-1	1-2	2-3	5-4	4-5	5-4 4-5 5-6 6+ AVer.	+0+	Aver.
1976	2.1	6.3	2.1 6.3 15.1 20.6 23.1 17.1 15.8	20.6	23.1	17.1	15.8	1
1984	4.8 4.8	4.8	3.2 23.4 29.8 24.2 14.5 4.2	23.4	29.8	24.2	14.5	4.2

Concess-	Clean Grounds	Camp- sites	Fees/ Reg*ns	Animal	Spray for Insects	
23,6	6.0	0.0	ı	ê		7.6
18.3	1.1	2.2 2.2	2.2		ı	8.6

	Swimming Rec. Rec. Opport.	3.0	0.8	
	Aquatic Rec.	0.9	-	
	Beach/ Swimming	17.5 0.9	8.3	
	Visiting General Past Natural Clean/ Priends Interest Exper. Setting Well Kept	8.6	6.8	
	Natura} Setting	1,4 4.6 4.9 8.6	2.3 7.6 4.5 6.8	
ING PARK	Past Exper.	4.6	7.6	
REASON FOR CHOOSING PARK	General Interest	1,4	2.3	
REASON	Visiting Friends	0.7	0.8	
	Conven- Recomm-	0 2.9 0.7	3 4.5 0.8	
	Conven- ient	2.0	8,3	
	Close	45.9	41.7	
		1976	1984	

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	REASON FOR	REASON FOR CHOOSING PARK (CON'T)	(L, MOO)
	Quiet/ Uncrowded	Prefer Prov. Park Other	Other
1976	3.0	0.4	4.4
1984	4.5	1	9.6
	·		

ADS INFLUENCE OF PARK  CHOICE OF PARK  Yes ho  10.4 29.6 12.3 87.7	1			
1	1	VFLUENCE OF PARK	No	87.7
PRE OF ADS NO. 1 29.6	AWARE OF ADS Yes No 70.4 29.6	ADS IN	Yes	12.3
WARE OF 1888 1988 1988 1988 1988 1988 1988 198	AWARE OF Yes 70.4 2	ADS	No	9.6
K ×		AWARE OF		70.4 2

	AVARE OF SPECIAL	AVARE OF SPECIAL EVENTS	INFLUE	INFLUENCE OF SPECIAL EVENTS	SPECIAL ENCOUR VISIT	RECIAL EVENTS MICOURAGE FUTURE ISTT
	Yes IIo	lio	Yes	No	Yes	По
1984	6.5 93.5	93.5	7.9	7.9 92.1	68.6 31.4	31.4

1984	OUTSIDE OF PARK YES NO 13.4 86.6
------	----------------------------------

		TYPE OF	ADVERTISI	KG AWAKE	Į.	
			News-	Lau-	Transit	į
	'I'.V.	Kadio	paper	azine	Sheleter	Other
	0	7 70	7 00	.37,1	12.0	12.3
1 0254	1.0C	28.1 20.0	30.1			

### PANCAKE BAY (1984)

### DAY USE

### Users:

- families decreased slightly as did couples, while friends increased 32% to 13.7% and singles increased 22% to 5% of the total visitors.

- almost 31% of all parties were composed of 4 individuals. While the most prominent group size in 1976 was 5 members.

### Extent of Use:

- 78% were previous visitors, an increase of 14% over 1976.

- over half of these had visited the previous year and over 20% of these were campers.

- 62% used the park as a main destination, 19% as one of several destinations and 19% as a stopover.

- average length of stay in 1984 was 5.2 hours which was almost average for those parks surveyed.

- in 1976, 22% stayed less than 3 hours and in 1984 only 10% did the same.

### Activities and Use of Facilities:

- of all respondents, only 9% felt that interpretive and recreation programs were inadequate and 31% felt they were adequate. Picnicking, swimming, and casual play all had high participation rates for day visitors.

- activities that visitors spent the most time doing were sunbathing (25%), relaxing (24%), and swimming (21%); participation rates for these activities as well as viewing/photographing plants and animals had increased since 1975.

### Recommended Improvements:

- a large number of the recommendations made in 1975 received fewer visitors' comments in 1984. These included sanitation (reduced 60%), boat facilities, picnic area. Noise control and trails had both been reduced to zero per cent.
- increases were seen in recommendations for beach, more recreational programs and interpretative programs. Other facilities and showers also showed large increases.

### Why Choose Park:

- the most agreed-upon reason for choosing the park (31%) was the good swimming facilities, with a much higher percentage than the comparative year (10% in 1975). Other reasons included the quiet and uncrowded atmosphere (11%) and the natural setting (7%).

- also significant was that 7% of the visitors said the closeness to their residence was a factor and 16% made

their choice based on past visits.

### Expenditures:

- the average total expenditure within 40 kms of the park was \$80.63 which was below average for the parks surveyed.
- more than 50% of the visitors surveyed spent less than \$30.00 in total.
- over 40% of expenditures was on food and drink and 15% on transportation.

### Market Area:

- approximately 80% of all visitors originated from the Northeastern and Central Regions of Ontario.
- almost 13% of day visitors originated from the United States compared to only 11% in 1975.
- over 60% used the park as a main destination.
- the primary market was the young family as had also been shown in the 1975 data.
- the local market was important because 35% were staying at their permanent residence, and 14% with friends or relatives.
- provincial campgrounds (17%), hotels/motels (17%) and private campgrounds (5%) were used as accommodation while visiting the park.

### Marketing and Promotional Information:

- 79% were aware of park advertising and 17% (of that 79%) were influenced by the ads in their choice of park.
- awareness of television advertisements was very high at 74% (compared to the average 57%) for the parks surveyed, and 51% were aware of newspapers, 47% of magazines and 31% of radio.
- only 7% of day visitors were aware of special events compared to the average of 17% for the parks surveyed. Despite this, 71% indicated that they would be encouraged by special events to visit the park in the future.
- 26% of the visitors went to attractions outside of the park.
- these attractions included local attractions (23%), stores (15%), other parks (31%).

			TYPE OF PARTY	A.R.T.Y		
	Family	Couple	Group	Group Friends	Single	Single Other
1976	69.3	14.3	14.3 0.9	10.4	4.1	1.0
1984	65.0	12.5	1.2	13.7	5.0 2.5	2.5
						3

	45-64 65+	12.1 1.8	10.0 2.6	
AGE DISTRIBUTION	25-44	31.2	37.9	
AGE D	15-24	19.8	11.4	
	1-14	35.1	38.2	
		1976	1984	

	TO PAR	PREVIOUS VISIT TO PARK	VISIT LAST YEAR	LAST	CAMPED IN LAST YEAR	CAMPED IN PARK LAST YEAR
	YES	NO	XES	110	YES	ON
1976	68.4	31.6	68.0	68.0 32.0	19.6	80.4
1984	77.8	22.2	55.7 44.3	44.3	21.1	78.9

	horth- West	North- North- North East	Horth	Horth East	Horth Algon- East- Cent- South- East quin ern ral West	East-	Cent-	South
1976	0.8	1.5	9.79	0.5	1.5 67.6 0.5 0.5 1.0 8.8 1.5	1.0	8.8	1.5
1984	0.0 0.0 0.0 67.6 0.0 0.0 11.8 2.9	0.0	0.0	9.79	0.0	0.0	11.8	2.9

	_				-	PARTY SIZE	ZE			
	٦		2	3	-7	5	9	7	8+	Aver.
1976	4.2	2 15	9.	8.7	18.2	4.2 15.6 8.7 18.2 19.0 12.8 8.9 12.6	12.8	8.9	12.6	1
1984	. w.	7 14	ω.	12.	3 30.	3,7 14.8 12.3 30.9 17.3 6.2 3.7 11.1 5.0	3 6.2	3.7	11.1	5.0

		EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	(% of total	average M OF PARK	
	Fuel and Transport.		Food and Enter- Drink tainment	Miscell- aneous	Total Aver.\$
1976	1	1	1	1	1
1984	14.9	40.6 12.2	12.2	32.3 \$113.23	113.23

	TYPE OF			HOLE OF		
	TRIP			THE PAKK		
					One of	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest. Several over	Several	over
1976	1	1	1	1	1	1
1000				5.0 E	10 0 10 0	10 0
1984	1	1	1	0.20	10.0	0.01

Ontario Border Prov.				
	oder Other ov. Canada	border a USA	Other USA	Other
1976 81.7 0.0		2.5 8.2	3.4	3.4 0.9
1984 82.3 2.9		1.5 8.8	4.4	0.0

Pancake Bay - Day Visitor

# Pancake Bay - Day Visitor

			A	ACTIVITIES PARTICIPATION	S PARTIC	IPATION							
		-ung		Motor-				Walk/	Casual	View/	Play-		
	Picnic	bathe	Swim	boat	Canoe	Hike		Job	Play	Photo	Ground	- 1	
1976	83.5	1	78.8	78.8 2.1 7.2 10.0 3.0	7.2	10.0		ı	49.4 6.9	6.9	5.7	58.2	10.6
1984	83.5	83.5	88.6	83.5 88.6 0.0 3.8 17.7 1.3 64.6	3.8	17.7	1.3	64.6	45.6	27.8	45.6 27.8 8.9 73.4 19.0	73.4	19.0

		ACTIVITIES PARTICIPATION (CON'T)	PARTIC	PATION (C	ON 'T)	
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1976	2.8	2.5	1.1	1	3.5	3.5 3.7
1984	5.1	8.9 6.3	6.3	3.8	2.5	2.5 5.1

			AC	TIVITY	ACTIVITY SPENT MOST TIME AT	P TIME AT	£.				
	Relax	Swim	Fish	Walk	Sun- Relax Swim Fish Walk bathe	Hike	Hike Canoe		Casual Picnic Play	View Points Other	Other
9261	39.7	39.7 31.7 0.0	0.0		ı	9.0	0.0	9.1	16.1	0.6 0.0 9.1 16.1 0.0 2.8	2.8
1984	23.6	20.8	0.0	2.8	25.0	2.8	1.4	12.5	5.6	23.6 20.8 0.0 2.8 25.0 2.8 1.4 12.5 5.6 0.0 5.6	5.6

CHEATION	Don't Know	8.8 60.3
INTERPRETIVE/RECKEATION PROGRAMS ADEQUATE	No	8.8
INTERPR	Yes	30.9
		1984

# Pancake Bay - Day Visitor

				ACCOPTODATION USED WHILE AT PARK	ION USED PARK				
	Perm. Resid.	Prov. Hotel/ Campurd. Motel	Hotel/ Motel	Friend/ Resort/ Relative Lodge	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Private Cottage Campgrd	Other
1976	i	8	ı	1	,	1	1	1	1
1984	35.1	17.5	17.5	35.1 17.5 17.5 14.0 5.3	5.3	0.0		0.0 5.3 5.3	5,3

r Walk/ Canoe/ Swim/ Facil- Wild- Frie- Uncrow- Good Hike Sailing Beach ities life ndly Other Picnic ded Weather				KEAD	ON FOR EL	READON FOR ENJOITED VI	1101										
2.0 1.0 48.5 1.0 0.0 1.0 14.9 4.0 4.0 1.0	, i.i.,	Nuiet/ Glax		- 1	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach		Wild- life	Frie- ndly		Picnic		Good	Clean
		1	1	1	1	1	1	1	1	ı	1	-	1	1			1
		9.9	1.0	8.9	6.9	0.0	2.0	1.0	48.5	1.0	0.0	1.0	14.9	4.0	4.0	1.0	5.9

_											
Leave as is	e Picnic s Area	Beach/ Swin	Boat Fac.	Trails	More rec Programs	Nore rec. Interp. Programs Progs.	Infor- mation	Noise Control	Sani- tatio	Other n Facilities S	Showers
1976 24.	24.7 6.8	2.7	2.7 6.2	6.2	5.5 1.4	1.4	2.7	5.5	5.5 25.3	6.2	-
1984 14.	14.0 4.0	8.0	2.0	2.0 0.0	8.0 2.0	2.0	2.0	0.0	0.0 10.0 10.0	10.0	16.0

			LEGGE	LEACTA OF STAI (HOURS)	(INDONE)			
	0-1	1-2	S = 3	2-3 3-4 4-5 5-6	4-5	5-6	6+ Aver.	Aver.
1976	1.0	6.7	1.0 6.7 14.3 12.8 14.3 11.7 39.2	12.8	14.3	11.7	39.2	-
1984	3.8 2.6	2.6	3.8 15.4 16.7 19.2 42.3 5.2	15.4	16.7	19.2	42.3	5.2

	Ξ.	COLLEGE	TACCOMMENDED INPROVENITYS (COMPT)	(COH 'T')		
Concess- ions	Clean Grounds	Cany- sites	Fees/ Regins	Animal Control	Spray for Insects	Other
4.1	2.1	2.1	1	1	1	2.1
0.0	0.0	0.0 0.0	2.0			22.0

	Close	Conven-	Kecolun- ended		General Interest	Past Exper.	Natural	Visiting General Past Natural Clean/ Friends Interest Exper. Setting Well Kept	Beach/ Swimming	Aquatic Rec.	Beach/ Aquatic Facilities/ Swimming Rec. Opport.
1976	17.0 9.0	0.6	5.3	5.3 5.3 4.0 4.6 8.1 7.7	4.0	4.6	8.1	7.7	20.7	0.3	5.9
1984	7.1	7.1 2.4	2.4	2.4 1.2 1.2 16.5 7.1	1.2	16.5	7.1	5.9	30.6	1	4.7

	REASON FOR	REASON FOR CHOOSING PARK (CON'T)	(CON 'T)
	Quiet/	Prefer	
	Uncrowded	Prov. Park	Other
1976	9.6	0,3	2.2
1984	17.7	•	3.6

	AWARE (	WARE OF ADS	ADS IN CHOICE	ADS INFLUENCE
	Yes	No	Yes	No
1984	79.5	20.5	16.7	83.3

7.1 92.9 22.2 77.8		AWARE OF SPECIAL EVERTS	SPECIAL EVENTS	SPECIAL EVENTS ENCOURAGE FUTURE VISIT
7.1 92.9 22.2 77.8			1	Yes No
	1984	7.1 92.9	22.2 77.8	71.1 28.9

100	OUTSIDE OF PARK	OUTSIDE OF PARK
YESS		NO
1984	25.7	74.3

T.V. Ladio paper azine Sheleter Gt							
hadio paper azine Sheleter				News-	Nag-	Transit	
	11.	^	Ladio	paper	azine	Sheleter	Other

### PANCAKE BAY (1984)

### CAMPER

### Users:

- families had decreased by 22% (to 43%) in 1984 while couples increased 22% (to 42%).
- the 25-44 age group was largest at 38%.
  - those 1-14 and 15-24 had decreased while those 45-64 and 65+ had increased.
  - there were twice as many campers over 45 as 15-24.

### Extent of Use:

- 40% were previous visitors to the park (an increase of 33% over 1975), and 49% of these visited the previous year, a large majority of them camping (95%).
- 82% were on vacation trips, a 26% increase since 1975 and 12% on weekend trips (a 37% decrease since 1975).
- 52% used the park as a stopover in 1984, 31% as one of several destinations and 17% as a main destination.
- average length of stay in 1984 was 1.6 nights while 66% stayed only 1 night and no respondents stayed more than 2 weeks.

### Activities and Use of Facilities:

- participation in picnicking (38%), viewing/photographing plants and animals (42%), relaxing (83%), viewpoints (40%), displays (18%), and staff presentations (14%), had all increased during the time period.
- as well as the above activities, sunbathing, swimming, hiking, walking and usual play each had a participation rate above 30%.
- relaxing and walking were the activities campers spent the most time doing.

### Camping Equipment Used:

- 40% of the visitors used tents as their main piece of equipment and 17% used a tent trailer.
- the most common second type of equipment used were tents and vans.

### Recommended Improvements:

- 24% recommended improvements to sanitation, and 35% to showers.
- 8% mentioned campsites, and only 2% recommended leaving the park as it was (an 11% decrease over 1975).
   7% felt recreation and interpretive programs were
- 7% felt recreation and interpretive programs were inadequate and 66% did not know.

### Why Choose Park:

- the most agreed-upon reason was convenience (22%), as well as facilities and recreational opportunities.
- although receiving no response in 1975, the park being quiet/uncrowded, influenced 10.6% of the respondents in 1984.

### Expenditures:

- the average total expenditure was \$102.73 in 1984. This was below average for the parks surveyed.
- fuel and transportation (33%), and food and drink (33%), accounted for 2/3 of the total expenditures.

### Market Area:

- the target market continued to be young families, but couples and those over 45 also made up a significant proportion.
- 38% of the visitors were from the Central and Northeastern Regions of Ontario.
- 54% of the visitors were from Ontario while 20.5% were from the border U.S.A.
- there was a decrease in the proportion of Ontario residents and an increasing proportion of residents of the U.S.A.

### Marketing and Promotional Information:

- 70% of the respondents were aware of park advertising and 22% were influenced in their choice of park.
- 66% were aware of television advertisements, 37% of newspapers, and 27% of radio.
- only 12% were aware of special events (compared to the average for the parks surveyed of 22%).
- 59% indicated that they would be encouraged by special events to visit the park in the future.
- 39% of the visitors also visited attractions outside of the park.
- attractions that were mentioned included stores/ restaurants (17%), town (13%), museum (15%), and other parks (11%).

			LIFE OF FAMIL	1111		
	Fanily	Family Couple Group Friends	Group	Friends	Single	Other
1975	55.5	34.4	0.3	0,3 8.5	1	2.3
1984	43.3	43.3 41.8 0.5 8.0	0.5	8.0	4.9 1.5	1.5

	65.+	2.4	5.7		
	45-64	16.9	17.2		
AGE DISTRIBUTION	25-44	31.0	38.0		
AGE D	15-24	18.8	12.0	i	
	1-14	30.9	27.0		
		1975	1984		

	PREVIOU	PREVIOUS VISIT TO PARK	VISIT LAST YEAR	LAST	CAMPED LAST Y	CAMPED IN PARK LAST YEAR
	YES	NO	YES	NO	YES	NO
1975	29.9 70.1	70.1		1	-	ŧ
1984	40.3	40.3 59.7	0.65	49.0 51.0 94.6 5.4	9.46	5.4

		•	ORICIN	BY M.N.	ORIGIN BY M.N.R. RECION	z		
	horth- West	Morth-	Horth	Morth East	horth- Horth Horth Algon- East- Cent- South- West Cent, Horth East quin ern ral West	East-	Cent- ral	South- West
1975	1	1	ı	1	1	1	1	i
1984	0.3 2.7 1.1 16.5 0.5 4.0 21.3 7.2	2.7	1.1	16.5	0.5	4.0	21.3	7.2

	_			PAR	PARTY SIZE	2.3			
	J	2	ന	4	5	9	7	8+	Aver.
1975	1.9	40.7	11.3	1.9 40.7 11.3 22.7 14.8 4.0 2.0 2.6	14.8	4.0	2.0	2.6	1
1984	5.1	46.2	11.2	5.1 46.2 11.2 21.4 8.0 4.1 1.7 2.2	8.0	4.1	1.7	2.2	3.1

	E 0	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	(% of total	average M OF PARK	
	Fuel and Transport.	-	Food and Enter- Drink tainnent	Hiscell- aneous	Total Aver.\$
1975	1	1	1	ı	- 1
1984	32.5	32.9 12.1	12.1	22.4	22.4 \$102.73

	TYPE OF			KOLE OF		
	THIP			THE PARK		
					One of Stop-	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest. Several over	Several	over
1000		L	I.	0	C	,
19/5	18.9	18.9 65.4 15.7	15./	8.77	13.0 03./	03.
			(			0
1984	0.11	82.1	6.3	1/.2	31.0 51.8	01.0

		0	ORICIN			
	Ontario	Border Prov.	Other Canada	Border USA	Other	Other
1975	61.1	ŀ	12.3	1	25.1 1.5	1.5
. 1984	53.6	53.6 4.5	10.1	20.5	10.1 20.5 10.4 1.1	1.1

## PANCAKE BAY - CAMPER

			ď	ACTIVITIES PANTICIPATION	S PANTIC	IPATION							
	Picnic	Sun- bathe	Swim	Motor- boat	Motor- bout Canoe	Hike Bike	Bike	Valk/ Jog	Casual Play	View/ Photo	View/ Play-	Relux	View-
1975	28.3	1		59.2 0.8 6.2 30.0 10.3 -	6.2	30.0	10.3	1	42.0	26.8	42.0 26.8 1.3 67.4 18.1	67.4	18.1
1984	37.9	44.7	57.3	1.8	5.7	38.7	13.7	82.7	37.1	45.4	44.7 57.3 1.8 5.7 38.7 13.7 82.7 37.1 42.4 10.0 83.2 40.0	83.2	40.0

		ACTIVITIES PARTICIPATION (CON'T)	PARTICI	PATION (	CON'T)	
	Guided Walks	Displays	Staff Rec.	Staff Present. Fish Other	Fish	Other
1975	2.0	2.0 6.9	1	4.6 6.7	6.7	ı
1984 7.5 18.5	7.5		6.9	14.1 12.1	12.1	,

			A	CTIVITY	ACTIVITY SPENT MOST TIME AT	T TIME AT					
	Relax	Swim Fish	Fish	Walk	Sun- bathe		Canoe	Hike Canoe Picnic Play	Casual	View Points Other	Other
1975.	1	1	ı	ı	ı	ł	ı	1	1		ı
1984	36.8	8.9	1.5	15.7	7.1	6.2	9.0	4.5	4.2	36.8 8.9 1.5 15.7 7.1 6.2 0.6 4.5 4.2 1.8 12.8	12.8

EPERPRETIVE/RECREMENTION PROGRAMS ABEQUATE	Lon't	7.2 66.1
ITTERPRE	Yes	26.7
		1984

## PANCAKE BAY - CAMPER

			TIP OF PROTESTING	TOO INGILIT	2	
		Tent	Travel	Truck		Motor
	Tent	Trailer	Trailer	Camper Van	Van	llone
1975	ı	1	-	-	1	1
984	40.3	1984 40.3 17.3	13.4	13.4 8.4 8.9 11.6	8.9	11.6

		SECOND	SECOND TYPE OF EQUI	EQUIPMENT USED		
		Tent	Travel	Truck		Motor
	T'ent	Truiler	Trailer	Camper	Van	Home
			) 3	27 3	37, 1 0.0	0.0
1984	31.8 2	2.3	6.7	6.17	110	

	tatt	1		
	Clean Washrus Fishiny Staff		1.0 0.4 1./	
	Clear	-		
	Other Showers	1	6.1 0.2 22.4 2.5 0.0 0.8 15.5 2.1	
	Frie- ndly	1	0.8	
	Wild- life	1	0.0	
	Walk/ Canoe/ Swim/ Facil- Hike Sailing Beach ities		2.5	
	Swin/ Beach	1	.22.4	
	Canoe/ Sailing	1	0.2	
	Walk/ Hike	ι	6.1	
REASON FOR ENJOYING VISIT	Water Fac.	1	1.2	
OR ENJOY	Clean	ı	5.0	
REASON F	Matural Setting Clean	Į	1984 15.2 14.6 11.3 5.0 1.2	
	Camp- sites	1	14.6	
	Quiet/ Relax	1	15.2	
		1975	1984	
_				

	Leave	Picnic	Beach/ Swim	Boat Fac.	Trails	Hore rec. Interp. Programs	Interp. Progs.	Infor- nation	Noise Control	Sani- tation	Other Facilities	Showers
1975	1975 12.6 0.3	0.3	1.3	2.3	2.0	2.0	2.0	2.3	0.9	39.1		1
1984	1.7	1984 1.7 1.4	9.0	1.1	9.0	0.6 3.1 2.0	2.0	2.3	1.7	23.7	9.3	34.7

	R	RECOMMENDED IMPROVEMENTS (CON'T)	IMPROVE	MENTS (CON	1 * T)	
Concess-	Clean	Camp- sites	Fees/ Rey'ns	Animal Control	Spray for Insects	Other
1.0	1.3 4.6	9.4	1	1	(	10.9
1.7	1	8.2		0.0	2.5	5.4

		2	~	1 - 15	0-14	4-( 0-14 12-01 00.4	F 7 7	v ve race
1075	70 0	0	α	70 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	1.6	1	-	ı
1984	66.5	18.9	7.8	6.3	0.5	0.0	66.5 18.9 7.8 6.3 0.5 0.0 0.0	1.6

				REASON	REASON FOR CHOOSING PANK	NG PAIRE					
	Close	Close ient e	Recorna- ended		General Interest	Past Exper-	Natural Setting	Visiting General Past Natural Clean/ Friends Interest Exper. Setting Well Kept	Beach/ Swimming	Aquatic Rec.	Aquatic Facilities/ Rec. Rec. Opport.
975	1975 7.2	37.4 10.0	10.6	0.5	0.5 2.3 10.1 5.4	10.1	5.4	2.6	2.6 8.2 0.3	0.3	9.4
984	1984 7.3	22.4	7.8	0.5	2.3	10.3	3.3	0.5 2.3 10.3 3.3 1.5 7.6 0.3	7.6	0.3	15.1

	REASON FOR	REASON FOR CHOOSING PARK (CON'T)	(CON LT)
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1975	0.0	10.1	0.8
1984 10.6	10.6	5.8	5.0

	AVARE OF ADS	F ADS	ADS IN	ADS INFLUENCE SHOICE OF PARK
	Yes	No	Yes	No
1984	69.9 30.1	30.1	22.3	77.7

SPECIAL EVENTS BROODAGGE FUTUAL VISIT	Yes Ito	59.1 40.9
INPLUENCE OF SPECIAL EVENTS	Yes No	6.9 93.1
AVARE OF SPECIAL EVLNTS	Yes IIo	12.5 87.5
		1984

	VISIT /	VISIT ATTRACTIONS OUTSIDE OF PARK
	YES	MO
1984	39.4	9.09

		News-	Lag-	Transit	
.T. V.	Ladio	paper	azine	Sheleter	Other
6 77	25 7 77 0. 37 2 37.2	37 2	37.9	10.0	24.5

### PINERY (1984)

### DAY USE

### User:

- there was an increase in families to 59% since 1979 and a decrease in groups of friends.
- couples visitation had increased slightly to 28%, which was 7% higher than the average for the parks surveyed.
- the 25-44 age group remained largest at 38%, and the 1-14 group represented 29% of the visitors.
- the 15-24 age group decreased to 12% and the 45-64 group increased to 18%.
- average party size was 4.3 persons.

### Extent of Use:

- 84% of the visitors had previously been to the park, 70% of those in the previous year.
- 82% of the visitors used the park as a main destination in 1984, compared to the average of 69% for the parks surveyed.
- average length of stay was 5.5 hours in 1984.

### Activities and Use of Facilities:

- 43% felt the recreation and interpretive programs were adequate (only 2% felt they were inadequate).
- participation in hiking (30%), walking/jogging (51%), viewing or photographing plants and animals (30%), relaxing (79%), and visiting viewpoints (30%), had each increased significantly since 1979.
- as well as the above activities, picnicking, sunbathing, swimming, and casual play all had participation rates of at least 30%.
- activities day visitors spent the most time doing were: swimming (32%), sunbathing (29%), and relaxing (15%).

### Recommended Improvements:

- 24% recommended improvements to the beach/swimming area, which was a 19% increase since 1979. Other suggested improvements were: sanitation (10%), showers (11%), and the picnic area (10%).

### Why Choose Park:

- the two major reasons for choosing the Pinery were closeness to residence and past experience.
- other minor reasons included: natural setting, recommended by friends, good facilities/recreational opportunities, and the beach/swimming.
- these results were consistent with those from the 1979 survey.

### Expenditures:

- day visitors total average expenditures within 40 kms of the park amounted to \$32.84.
- most of the expenditure was for food and drink followed by fuel and transportation.

### Market Area:

- the primary day visitor market was families, although couples were also important.
- there was almost twice as many day visitors over 45 as 15-24 years of age.
- Southwestern and Central Regions accounted for 71% of day visitors, with 23% from the border States.
- the local market was important since 26% chose the park because it was "close to home", and 35% were staying at their permanent residence, with 12% at a friends or relatives.
- provincial campgrounds (13%), local hotels/motels (17%), and private campgrounds (7%) were used as accommodation while visiting the park.

### Marketing and Promotional Information:

- 82% used the park as a main destination.
- 71% of the visitors were aware of park advertising, mostly from the newspaper, television and magazine sources. Yet only 11% said it had influenced their choice of park.
- 29% of the visitors were aware of special events and 13% indicated that they had been influenced by them.
- 63% indicated that special events would encourage them to visit in the future.
- 27% visited facilities and attractions outside of the park including local attractions (19%), town (32%), restaurants (13%), stores (8%), museum (5%), and theatre (5%).

### Park-Specific Topics:

- 22% of visitors used the park in the winter for activities including cross-country skiing (61%), skating (33%), and toboganning (33%).
- 94% agreed the signage system was satisfactory with suggestions for improvement including clearer instructions at traffic circle (11%), signs for beach and store (11%) and more signs off main road (11%).
- 90% agreed publications were adequate while 80% of those disagreeing didn't get one.
- suggested improvements to publications included information on hiking trails and washrooms.
- 44% disagreed to using credit cards while 25% were in favour of their use.

_			MEASON	THE PROPERTY AND A MODELLIN						
Close	Conven- Close ient	Kecomm- ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Visiting General Past Natural Clean/ Beach/ Friends Interest Exper. Setting Well Kept Swimming	Beach/ Swimming	Aquatic Rec.	Aquatic Facilities/ Rec. Rec. Opport.
1979 21.7	21.7 5.7	6.5	9.0	2.1	6.5	13.5	2.1 6.5 13.5 5.5	18.4	18.4 1.3 7.6	7.6
1984 26.5	26.5 2.0 7.3	7.3	4.5	2.0	16.3	2.0 16.3 9.8 0.8	0.8	8.2	j	0.6

	AWARE OF SPECIAL EVENTS	INFLUENCE OF SPECIAL EVENTS	OF ENTS	SPECIÁL EVENTS ENCOURAGE FUTURE VISIT
	Yes No	Yes N	No	Yes No
1984	28.7 71.3	12.7 87.3	7.3	63.3 36.7

_	OUTSIDE OF PARK
YES	S. NO
1984 2	27.4 72.6

		TYPE OF	TYPE OF ADVERTISING AWARE OF	G AWARE	.¥.0	
		kadio	News- paper	lag- azine	Eag- Transit azine Sheleter	Other
1 (1)	70.5	37.7	55.4	45.1 5.7	5.7	9.2
1,704						

### PINERY - DAY VISITOR

				ACCOMPODATION USED WHILE AT PARK	ION USED PARK				
	Perm. hesid.	Prov. Canpurd.	Motel/ Motel	Friend/ Resort/ Relative Lodge	Resort/ Lodge	Cabin/ Cotta <sub>b</sub> e	Private	Private Private Cottage Camperd Other	Other
1979	1	-	1 :	-	gazas	1	1		1
1984	35.4	13.2	16.7	35.4 13.2 16.7 11.8 0.0	0.0	2.1	0.7	6.9 12.2	12.2

	Clean	1	9.3	
	Good	6.2	0.7	
	Uncrow-	5.0	2.0	
	Frie- ndly Other Picnic	2.0	3.7	
	Other	9.7	13.0	
	Frie- ndly	9.0	1.7	
	Wild- life	ı	1.7	
	Facil- ities	9.4	4.0 0.3 32.2 0.0 1.7 1.7 13.0 3.7 2.0	
	Swim/ Beach	24.1 4.6	32.2	
	Walk/ Canoe/ Hike Sailing	1	0.3	
SIT	Walk/ Hike	2.8 -	4.0	
KEASON FOR ENJOYING VISIT	Water Fac.	2.0	0.0	
N FOR EN	Clean	7.6	5.0	
REASC	Hatural Setting Clean	24.1 7.6 2.0	13.3 2.0 17.3 5.0 0.0	
	Camp- sites	1	2.0	
	Quiet/ Relax	11.5	13.3	
		1979	1984	

Leave Pic as is Are	Picnic Beach/ Area Swim	1/ Boat Fac.	Trails	Nore red Program	Nore rec. Interp. Programs Progs.	Infor- wation	hoise Control	Sani- tation	Other Facilities Showers	Showers
1979 16.4 12.	12.8 5.0	1	2.7	1.4	1	8.9	6.0	12.8	4.1	ı
1984 8.1 9.5	5 23.6		0.7 5.4	1.4 0.7	0.7	2.0	4.7	10.1	6.8	10.8

	0-1	1-5	2-3	5-4		4-5 5-6 6+ Aver.	+9	Aver.
1979	0.0	0.0 2.8 9.0	9.0	10.0	20.1	10.0 20.1 20.4 37.8	37.8	1
1984	5.4	5.4 0.8 3.3	3,3	7.9	20.4	7.9 20.4 18.8 48.7 5.5	48.7	5.5

-333	Clean	Camp- sites	Fees/ Rec'ns	Animal	Spray for Insects Other	Other
3.7	!	1.4	2.8	5.5	ł	23.7
2.7 (	0.0	0.0 3.4 1.4	1.4		1	8.8

			TYPE OF PARITY	4RTY		
	Family	Couple	Couple Group Friends	Friends	Single	Other
1979	54.3	25.0	0.9 16.1	16.1	0.6 2.4	2.4
1984	59,3	27.8	0.8	10.5	0.8 0.8	0.8

	65+	2.3	2.9	
	45-64	11.9	18.0	
AGE DISTRIBUTION	25-44	35.0	38.0	
AGE I	15-24	23.5	12.0	
	1-14	27.3	29.2	
		1979	1984	

	TO PARK	PREVIOUS VISIT TO PAKK	VISIT	VISIT LAST YEAR	CAMPED IN LAST YEAK	CAMPED IN FARK LAST YEAR
	YES	NO	YES	NO	YES	NO
1979	78.4	78.4 21.6	64.5	35.5	22.0	78.0
1984	83.9	83.9 16.1	6.69	30.1	20.4	9.62

			OKICIN	BY M.H.	ORIGIN BY M.W.R. REGION	Z		
	korth- Vest	horth- Horth- West Cent.	Horth	Horth East	Horth- Horth Algon- East- Cent- South- Cent. Horth East quin ern ral West	East-	Cent- ral	South-West
1979	1.2	0.0	0.0	0.0	1.2 0.0 0.0 0.0 0.3 2.3 13.5 82.4	2.3	13.5	82.4
1984	0.0	0.0	0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.9 11.5 59.5	0.9	11.5	59.5

					PAI	PARTY SIZE	a			
	٦		2	8	7	2	9	7	÷5	8+ Aver.
1979	1.	0	27.4	1.0 27.4 14.0 25.8 13.1 9.6 2.9 6.4 4.2	25.8	13.1	9.6	2.9	6.4	4.2
1984	9.	00	31.5	q.8 31.5 12.0 29.9 14.3 4.4 1.6 5.6 4.3	29.9	14.3	4.4	1.6	5.6	4.3

	ex	expenditures) WITHIN 40 KM OF PARK	WITHIN 40	NE OF LANK	
	Fuel and Transport.	Food and Enter- Urink tainmer	Food and Enter- Drink tainment	Miscell-	Total Aver.
1979	21.9	40.3 9.2	9.2	28.6 \$26.50	\$26.50
1984	17.1	30.1 18.1	18.1	34.7 \$94.51	\$94.51
	-				

	TYPE OF			HOLE OF		
	TRIP			THE PARK		
					One of Stop-	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest. Several over	Several	over
1979	1	1		_	1	ı
1984	1	ı	1	81.9	13.7 4.4	4.4

		0	ORIGIN			
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1979	7.66	0.0	0.0	ı	0.4 0.0	0.0
1984	71.9 0.5	0.5	1.4	1.4 23.0	1.8 0.9	0.9

### PINERY - DAY VISITOR

			A	ACTIVITIES PARTIC	S PARTIC	CIPATION							
	Picnic	Sun- bathe	Swim	Motor- boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play- Ground	Келах	View- points
1979	76.6	1	88.2	2.5	8.7	20.6	3.4	22.6	52.6	9.7	88.2 2.5 8.7 20.6 3.4 22.6 52.6 9.7 4.7	66.0 14.0	14.0
1984	76.9	83.7	84.1	0.8	4.0	30.5	1.6	51.4	41.0	30.3	83.7 84.1 0.8 4.0 30.5 1.6 51.4 41.0 30.3 3.2 79.3 30.3	79.3	30.3
									-				

		ACTIVITIES PARTICIPATION (CON'T)	PARTIC	IPATION (C	(T, NO	
	Guided Walks	Displays	Staff Rec.	Staff Present. Fish	Fish	Other
1979	1,9 5.3		0.9	6.0	4.4 3.2	3.2
1984	6.4	9.6 4.9	2.4	1.6	4.0 8.4	8.4

			A	CTIVITY	ACTIVITY SPENT MOST TIME AT	ST TIME A	T				
	Кејах	Relax Swim Fish Walk	Fish	Walk	Sun- bathe	Hike	Canoe	Hike Canoe Picnic	Casual Play	View Points Other	Other
1979	24.9	24.9 50.8 1.6 1.3	1.6	1,3	- 1	6.2	1.6	- 6.2 1.6 2.6 2.3 0.0 8.3	2.3	0.0	8.3
1984	14.7	31.9	0.0	5.0	28.6	5.0	0.4	14.7 31.9 0.0 5.0 28.6 5.0 0.4 7.1	0.4	0.4 0.4 6.3	6.3

TTERPRETIVE/RECREATION PROGRAMS ADEQUATE	Don't	2.1 54.5
INTERPR	Yes	43.3
		1984

### PINERY (1984)

### CAMPER

### Users:

- there was an increase to 68% in families since 1979, with a decrease in groups of friends of 50% (to 5%).
- unlike most parks surveyed couples visitation had not increased.
- the only substantial change since 1979 in age distribution was a decrease of 40% in the 15-24 group (to 12%).
- the 25-44 age group remained largest and stable at 38% and the 1-14 group represented 37%.
- average party size was 4.0 persons, which was little changed from 1979.

### Extent of Use:

- 68% were previous visitors to the park in 1984, which was a decrease since 1979.
- of that 68% who had visited previously, 63% visited the previous year (an increase of 54% over 1979).
- 14% of those who visited previously were day visitors and had returned as campers.
- weekend trips had decreased to 18% and vacation trips accounted for 79%, compared to 64% in 1979.
- as in 1979, the park was used predominately as a main destination (32%) or one of several destinations (16%).
- stopovers decreased to 1%.
- average length of stay had not changed since 1979 (5.0 nights).
- only 6% stayed one night, while 43% stayed 4-7 nights.
- the data on previous visitation indicated that the return rate was high (68% compared to the average for other parks surveyed of 49%).

### Activities and Facilities:

- 60% of those surveyed felt recreation and interpretive programs were adequate and only 4% felt they were inadequate.
- activities with the greatest participation rates were relaxing, walking, sunbathing, swimming, and casual play all with greater than 55% participation rates.
- participation in hiking, biking, viewing or photographing plants and animals, relaxing, visiting viewpoints, guided walks, staff recreation and staff presentations had increased at least 10% since 1979.
- campers spent the most time relaxing, swimming, and sunbathing according to the 1984 survey. Time spent swimming decreased compared to 1979.
- the main reason for enjoying the park was good swimming followed by the quiet/relaxing atmosphere and the campsites.

### Camping Equipment Used:

- 39% of the campers used a tent trailor while 36% used a tent.
- 31% used a second piece of equipment which in most cases was a tent.
- the use of tent trailors had increased 9%.

### Recommended Improvements:

- the areas of most concern for campers was showers.
- other recommended improvements were in the areas of sanitation (14%), other facilities (10%), and campsites/electrical sites (8%).

### Why Choose Park:

- major reasons for choosing the park were good facilities/ recreational opportunities, past experience, beach/ swimming, close to residence, and recommended by friends.
- in the 1979 survey, the main reason for choosing Pinery was the natural setting, but in 1984 this was a minor reason.

### Expenditures:

- campers total average expenditure within 40 kms of the park was \$156.42 which was the highest of all other parks surveyed.
- the majority of the total expenditure was food and drink followed by fuel and transportation.

### Market Area:

- the primary users continued to be families.
- 70% of the campers came from Ontario, predominantly the Central and Southwestern Regions.
- border States accounted for 27% of the campers.
- those percentages were consistent with those from the 1979 survey.

### Marketing and Promotional Information:

- as was the case in 1979, Pinery was predominantly a main destination among campers.
- 77% of those surveyed were aware of advertising.
- in the area of awareness by type of advertising, TV accounted for 64%, magazines and newspapers for 53% each, and radio for 34%.
- 48% of the campers were aware of special events and of these people, only 6% were influenced by special events.
- 52% said special events would encourage them to visit.
- 67% visited attraction outside of the park including town (47%), museum (15%), other parks (8%), stores (5%), and theatre (5%).

### Park-Specific Topics:

- only 7.7% of visitors used the park in the winter where activities included cross-country skiing (68%), skating (39%), and toboganning (31%).
- over 90% were satisfied with the signage system.
- suggestions for improvement from those unsatisfied included clear instruction at traffic circle (20%), and more signs off main road (10%).
- 92% agreed publications were adequate and 36% of the unsatisfied did not receive one.
- 44% favoured use of credit cards while 35% did not.
- 94% agreed with noise control and 72% felt it had been effective.

	Other	1.7	0.	
	Single 0	1.7 1	0	
			1.0 1.0	
ARTY	Friends	10.6	5.4	
TYPE OF PARTY	Group	25.9 1.0	0.5	
	amily Couple Group	25.9	1984 67.8 24.3 0.5	
	Family	59.1	67.8	
	`	1979 59.1	1984	

		AGE I	AGE DISTRIBUTION .		
	1-14	15-24	25-44	45-64	65+
1979	33.4	20,4	37.7	7.6	1.0
1984	36.8	36.8 12.3	38.5	9.6	2.8

PREVIOUS TO PARK	PREVIOUS VISIT TO PARK	VISIT LAST YEAR	LAST	CAMPED LAST YE	CAUPED IN PARK LAST YEAR
res	NO	YES	NO	YES	NO
1979 73.4	26.6	41.0	59.0	8.67	50.2
58.0	1984 68.0 32.0	63.4	36.6	85.9	14.1

			ONTOTIO	DI FISH	JALOIM BI M.N.K. MEGION	11/		
	west. (	Gent.	Horth	Horth- Cent. Horth East		East- ern	Algon- East- Cent- South- quin ern ral West	South- West
979	1979 0.0 0.0 0.6 0.3	0.0	9.0	0.3	9.0	0.4	0.6 4.0 28.4 30.3	30.3
984	1984 0.0	9.0	9.0	9.0	0.6 0.6 0.6 0.0 1.8 35.7 31.0	1.8	35.7	31.0

1979 1.7 33.7 13.5 25.3 15.2 7.7 2.0 1.0 3.7 1984 0.0 26.6 14.8 29.1 15.3 9.9 2.0 2.5 4.0		_			, PAR	PARTY SIZE	ZE			
1.7 33.7 13.5 25.3 15.2 7.7 2.0 1.0 0.0 26.6 14.8 29.1 15.3 9.9 2.0 2.5			8	m	4	5	9	7	\$	Aver.
0.0 26.6 14.8 29.1 15.3 9.9 2.0 2.5	1979	1.7	33.7	13.5	25.3	15.	2.7.7	2.0	1.0	3.7
	1984	0.0	26.6	14.8	29.1	15.	3 9.9	2.0	2.5	4.0

	EX	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	(% of total	average ON OF PARK	
	Fuel and Transport.	Food and Enter- Drink tainment	Enter- tainment	Miscell- Total aneous Aver.\$	Total Aver.\$
1979	18.6	53.3	53.3 11.9	16.2	16.2 \$61.79
1984	23.1	42.1	42.1 13.8	21.0	21.0 \$172.78

	TYPE OF			HOLE OF		
	THIP			THE PARK		
					One of Stop-	Stop-
	Weekend	leekend Vacation Other	Other	Main Dest.		over
1	,	0	-	, ,		C
1979	31.8	31.8 64.2	4.0	4.78	12.3 3.3	?
	(	0	(	-	1 01	<u></u>
1984	18.3	18.3 /8./	3.0	82.1	IO.4 I.J	C°1

Untario Border Prov. 64.2 1.3 70.3 1.2	ORIGIN	er Other Border Other • Canada USA Other	1.3 0.7 26.5 5.3 0.0	70.3 1.2 0.0 27.5 1.2 0.0	
			1	70.3	

PINERY

### PINERY - CAMPER

			A	ACTIVITIES PANTICIPATION	S PANTIC	IPATION							
	Picnic	Sun- bathe	Svim	Motor- boat	Canoe	Walk/ Canoe Hike Bike Jog	Bike	Walk/ Jog	Casual Play		View/ Play- View- Photo Ground Relax points	Kelax	View- points
	1979 39.5	Į.	89.9	89.9 1.0 20.1 52.8 16.7 -	20.1	52.8	16.7	1	64.5 15.8 5.0 84.3 33.4	15.8	5.0	84.3	33.4
\t	984 47.0	87.6	93.1	2.0	20.8	66.8	25.4	93.6	87.6 93.1 2.0 20.8 66.8 25.4 93.6 63.9 62.4 7.5 95.5 52.5	62.4	7.5	95.5	52,5

	. 7	ACTIVITIES PARTICIPATION (CON'T)	PARTIC	IPATION (C	(T, NO	
	Guided		Staff	Staff		
	Walks	Displays	Rec.	Present.	Fish	Other
1979 7.7	7.7	21.1	2.3	2.3 23.4 14.7	14.7	
1984	1984 21.8	39.3 26.2	26.2	38.6	19.8	1

			A	CTIVITY :	ACTIVITY SPENT NOST TINE AT	T TIME A				-	
					-uns				Ca	View	
,	Relax	Relax Swim Fish Walk	Fish	Walk	bathe	Hike	Сапое	Hike Canoe Picnic	2	lay Points Other	Other
1979	35.6	35.6 36.7 0.4	0.4	ı	1	5.8	1.1	0.4	7.9	- 5.8 1.1 0.4 7.9 0.0 4.4	4.4
1984	26.9	29.0	0.5	6.7	18.1	4.7	1.6	4.1	1.0	26.9 29.0 0.5 6.7 18.1 4.7 1.6 4.1 1.0 0.0 7.2	7.2

CHEATION	Frow	35.3
TUEND REPLYE/RECHTER PROGRATS ADEQUATE	0.1	3.7
FREER S	Yes	60.5
		1984

				REASON	REASON FOR CHOOSING PARK	NG PARK					
	Close	Conven-	Recommended		General Interest	Past Exper.	Natura! Setting	Visiting General Past Natural Clean/ Friends Interest Exper. Setting Well Kept	Beach/ Swimming	Aquatic Rec.	Beach/ Aquatic Facilities/ Swimming Rec. Rec. Opport.
979	10.9	1979 10.9 4.1	0.6	1.2	2.9	8.8	16.0	4.3	12.9	9.0	14.8
984	11.8	1984 11.8 1.1	11.8	0.0	2.3	16.7	8.9	2.3 16.7 6.8 0.8 14.1 0.8	14.1	0.8	20.5

(CON'T)	Other	9.3	4.9	
REASON FOR CHOOSING PARK (CON'T)	Prefer Prov. Park	1.8	0.8	
REASON FOR	Quiet/ Uncrowded	3.3	7.6	
		1979	1984	

ADS INFLUENCE CHOICE OF PARK

AWARE OF ADS

	AWARE OF SPECIAL 1	NWARE OF SPECIAL EVENTS	INFIUE	INFLUENCE OF SPECIAL EVENTS	SPECIAL EVERES FINCOURAGE FUTURE VISTE
	Yes	По	Yes	No	Yes IIo
1984	47.8	47.8 52.2	5.7	5.7 94.3	52.0 48.0

	VISIT AMPKACTIO OUTSIDE OF PARK	VISIT ATTRACTIONS OUTSIDE OF PARK
	YES	NO
1984	66.5	33.5

Yes	16.1 83.9	TYPE OF ADVERTISING AWARE OF		7.7
No	23.3	<u> </u>		
Yes	76.7 23.3		:	1
	1984		¢	-

		TYPE OF	VDV EKTI SI	SC AWANE	j	
¢			News-	1.ag-	tag- Transit	ŝ
	T.V.	hadio	paper	azine	Sheleter	Other
	64.1	34.0	52.9	52.9 7.7	7.7	21.4
1984						

CAMPER

PINERY

## PINERY - CAMPER

第17元

			TIPE OF EQUIPMENT USED	IFMENT US		
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor
1979	38.3	38.3 30.2	9.4	2.3 14.0 3.7	14.0	3.7
1984	36.3	39.3	36.3 39.3 16.9 1.5 2.0 3.5	1.5	2.0	3.5

		I GMODAS	TIPE OF EQUIPMENT OSE	THEM I OPEN		
		Tent	Travel	Truck		Motor
	Tent	Trailer	Trailer	Camper	Van	Нотме
1984	71.0	9.7	1.6	8,4	11,3	1.6

			HEASON FOR	FOR ENJOY	ENJOYING VISIT									
	Quiet/ Relax	Camp- sites	Natural Setting	Clean	Water Fac.	Water Walk/ Canoe/ Clean Fac. Hike Sailing	anoe/ ailing	Swim/ Beach	Facil- ities	Wild- life	Frie- ndly	Other Showers		Fishing
1979	11.9		12.7 20.9	5.3	.3 0.8 4.1			15.7 3.9	3.9	ı	1.6	1.6 18,9 0.0		1
1984	14.3		14.3 9.1	3.0	0.0	7.0	1.2	28.1	6.0	3.4	6.0	3.0 0.0 7.0 1.2 28.1 0.9 3.4 0.9 15.2 0.6	1.2	0.0

3.5 0.6

Leave as is	Picnic Area	Beach/ Boat Swim Fac.	Boat Fac.	Trails	Nore rec. Interp. Programs Progs.	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities Showers	Showers
979 . 5.4	3.3	3.6	0.8	2.8	3.1 0.5	0.5	2.3	6.9 2.8	2.8	7.9	18.5
3.1	1.3	3.9	1,3	3.1	4.4 4.4	4.4	0.0	3.5	14.0	10.5	26.6

			RE	COMMENDE	D IMPROVE	RECOMMENDED IMPROVEMENTS (CON'T)	T)	
	3.5	concess- ions	Clean	Clean Camp- Grounds sites	Fees/ Regins	Animal	Animal Spray for Control Insects	Other
verage		1.0	t	2.8 16.4	16.4	1.0	0	22,3
5.1		0.4	1	7.9	1	1.3	1.3 0.0	14.4
0								

1 2	m	1-4	4-7 8-14	15-21 22+	55 <b>+</b>	Average
1979 11.6 26.2 14.6 30.5 17.0	14.6	30.5	17.0	1	ŀ	5.1
1984 5.8 22.5 13.6 42.9 13.1 2.1 0.0 5.0	13.6	42.9	13.1	2.1	0.0	5.0

### POINT FARMS (1984)

### DAY USE

### Users:

- there was a decrease in families to 49%, and an increase in couples to 33%.
- groups of friends decreased to 10%.
- all age groups decreased except the 45-64 group which increased to 19%, and the 65+ group which represented 5% of day visitors.
- the 25-44 age group was still the largest at 30%, and the 1-14 group was at 27%.
- average party size was 5.4 which was an increase of 1.1 over the 1979 figures.

### Extent of Use:

- 64% were previous visitors to the park, which was a decrease since 1979.
- of that 64% who visited previously, 73% visited last year (an increase over 1979).
- 57% used the park as a main destination (compared to the average of other parks surveyed of 69%), and stopovers were particularily high (21%).
- average length of stay was 4.9 hours in 1984 (about 31% stayed under 4 hours, while in 1979 about 46% stayed under 4 hours).

Almost 30% of day visitors who were at the park last year were campers, thus, a substantial number of previous campers are returning for day visits.

### Activities and Use of Facilities:

- only 1% felt the interpretive or recreation programs were inadequate, while 34% felt they were adequate, but 65% did not know.
- activities day visitors spent the most time doing were swimming, sunbathing, picnicking, and visiting viewpoints
- picnicking (75%), walking/jogging (58%), viewing/ photographing plants and animals (27%), playground (16%), relaxing (82%), and visiting viewpoints (19%) had each increased since 1979.
- as well as the above activities, swimming, and casual play had participation rates above 30%.
- sunbathing was the activity that 34% spent the most time doing, (compared to the provincial average of 19%), 22% relaxed, 16% swam, and 12% picnicked.

### Recommended Improvements:

- 11% recommended improvements to concessions, 11% to sanitation, 9% to showers, and 7% to each of beach/swim area, trails, more recreation programs, and park information (recommendations to the beach/swim area are down from 22% in 1979).
- 9% suggested leaving the park as is.

### Market Area:

- the primary day visitor market was families, although couples increased in importance.
- Southwestern and Central Ontario accounted for 84% of day users.
- 5% were from border States.
- provincial campgrounds 17%, and local hotels/motels (14%) were used as accommodation by those visiting the park.

### Why Choose Park:

- there were several reasons people chose Point Farms including the fact it was close to their residence (27%), convenient (11%), they were visiting friends/relatives (13%), or they were curious and it was a first visit (9%).
- in 1979, the survey found the second most popular reason for selecting this park was the beach/swimming at 16%. In 1984 this reason dropped to 8%.

### Expenditures:

- the total average expenditure within 40 kms of the park was \$84.04, slightly above the average of other surveyed parks.
- more money was spent on fuel and transportation than on food & drink. In 1979 just the opposite was found.

### Marketing and Promotional Information:

- 71% were aware of parks advertising with 18% (of that 71%)
- influenced by the ads in their choice of park.
   awareness of TV advertisements was high at 73% (compared to other parks surveyed with an average of 57%) as was newspapers (60%), and radio (41%).
- newspapers (60%), and radio (41%).

   at 29% Point Farms was in the top 3 parks surveyed in terms of day visitor awareness of special events, and a very high 26% (of that 29%) were influenced to visit.
- 66% indicated that they would be influenced by special events to visit in the future.
- 27% visited attractions outside of the park including town (12%), store (12%), and mini-golf (8%).

### Park-Specific Topics:

- 84% of the visitors felt that publications were adequate, all those disagreeing did not get one.
- 32% favour the use of credit cards while 41% do not and 27% have no opinion.

			TYPE OF PARTY	ARTY		
	Family	Couple	Group	Group Friends	Single	Other
. 6261	61.3	21.8	0.5 14.7	14.7	0.0	1.6
1984	48.9	33.0	2.3 10.2	10.2	3.4	1.1

		AGE	AGE DISTRIBUTION		
	1-14	15-24	25-44	45-64	65+
1979	32.8	20.6	32.5	11.7	2.5
1984	27.5 18.1	18.1	29.6	19.5	5.2

	TO PARK	PREVIOUS VISIT TO PARK	VISIT LAST YEAR	LAST	CAMP	CAMPED IN PARK LAST YEAR
	YES	NO	YES	IIO	YES	MO
1979	69.5	69.5 30.5	50.4	9.67	22.7	22.7 77.3
1984	0.49	64.0 36.0	72.7	27.3	27.3 27.5	72.5

Porth- Gorth- Gorth- Horth East quin ern ral West   South- West   Horth East quin ern ral West   West   Horth East quin ern ral West   West   Horth East quin ern ral West   Horth East quin ern   Horth East   Hor	horth- forth-   llorth   Hast   O.0   O.						TOTAL PROPERTY OF THE PROPERTY			
0.0 0.0 0.0 0.0 0.0 1.7 3.4 0.0 0.0 0.0 0.0 5.4 18.9	0.0 0.0 0.0 0.0		horth- West		North	Horth East	Algon- quin	Fast-	Cent- ral	South- West
0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	1979	0.0	1	0.0	0.0	0.0	1.7	3.4	6.46
		1984	0.0	0.0	0.0	0.0	1	5.4	18.9	6.49

1 2 3 4 5 6 7 8+ Aver.	0.3 26.0 12.8 25.4 15.0 9.6 4.6 6.3 4.3	3,4 33.0 17.0 25.0 4.5 6.8 2.3 8.0 5.4	
	0	3	
	1979	1984	

	<u></u>	EXPENDITURES (% of total average expenditures) WITHIN 40 KH OF PARK	(% of total	average M OF PARK	
	Fuel and Transport.	Food and Enter- Drink tainmer	Enter- tainment	Miscell- aneous	Total Aver.\$
1979	20.7	49.9 10.2	10.2	19.1	19.1 \$ 9.11
1984	35.3	24.5 8.4	8.4	31.8	31.8 \$114.42

	TYPE OF			HOLE OF		
	TRIP			THE PAKK		
					One of	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest. Several over	Several	over
1979	ı	1	1	1	-	-
1984	ı	ı	_	57.3	21.3 21.3	21.3

		0	ORIGIN			
	Untario	Border Prov.	Other Canada	Border USA	Other USA	Other
1979	100.0	0.0 0.0 0.0	0.0		0.0	0.0
1984	89.2	89.2 0.0 2.7 5.4	2.7	5.4	1.4	1.4

## POINT FARMS - DAY VISITOR

			Al	CITALITE	ACTIVITIES FARTICIPATIO	LEALTON							
		-uns		Motor-	Motor- Walk/ Casual			Walk/	Casual	View/	View/ Play-	;	View-
	Picnic	bathe	Swim	boat	Canoe	Hike	Bike	Joe	Play	Photeo	Rround	Кетах	points
1979	62.3	1	77.1	1.0	1.3	16.9	1.3	25.8	39.2	3,1	77.1 1.0 1.3 16.9 1.3 25.8 39.2 3.1 5.2 62.9 8.8	62.9	8
1984	74.4	72.2	73.3	3.3	0.0	15.6	5.6	58.0	34.4	26.7	4 72.2 73.3 3.3 0.0 15.6 5.6 58.0 34.4 26.7 15.6 82.2 18.9	82.2	18.9

		ACTIVITIES PARTICIPATION (CON'T)	PARTIC	PATION (C	ON 'T)	
	Guided	Displays	Staff Rec.	Staff Present. Fish Other	Fish	Other
1979	2.1 5.7	5.7	0.5	1.3	1.3	,
1984	2.2 6.7		7.8	3.3	2.2 8.0	8.0

			AC	LIVITI	ACTIVITY SPENT NOST TIME AT	TIME AT					
					-uns				Casual	View	
Kela	×	win	Relax Swim Fish Walk	Walk	bathe	Hike	Canoe	Hike Canoe Picnic Play	Play	Points	Other
1979 39	9.3	36.8	39.3 36.8 0.0 4.2	4.2	ı	1.8	0.3	- 1.8 0.3 8.4 3.6	3.6	0.0 5.4	5.4
1984	5.4	16.5	0.0	3.5	34.1	1.2	0.0	22.4 16.5 0.0 3.5 34.1 1.2 0.0 11.8 2.4	2.4	3.5 4.7	4.7
		:									

NTERPHETIVE/RECHEATION PROGRAMS ADEQUATE	bon't Know	65.0
ERPRETIVE/RECHEAT: PROGRAMS ADEQUATE	No	1.2
INTERP	Yes	33.7
		1984
		, ,

				REASON	REASON FOR CHOOSING PARK	NG PARK					
	Close	Conven-	Recornn- ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Visiting General Past Natural Clean/ Friends Interest Exper. Settiny Well Kept	Beach/ Swimming	Aquatic Rec.	Beach/ Aquatic Facilities/ Swluming Rec. Rec. Opport.
1979	34.4	34.4 8.5	2.1	2.1 3.2	- 1	4.9	5.5	4.2 6.4 5.5 3.8 16.3 0.0 2.3	16.3	0.0	2.3
1984	27.3	27.3 11.4	2.3	2.3 12.5 9.1 6.8 0.0 0.0	9.1	8.9	0.0	0.0	8.0	1	4.5

REASON FOR CHOOSING PARK (COM'T) Quiet/ Prefer Uncrowded Prov. Park Other	9.9 -	- 12.5	
REASON FOR C Quiet/ Uncrowded	9.9	5.6	
	1979	1984	

ADS INFLUENCE CHOICE OF PANK

AWARE OF ADS

	AVARE OF SPECIAL EVENTS	INFLUENCE OF SPECIAL EVENTS	EVENTS	SPECIAL EVENTS ENCOURAGE FUTURE VISIT	ITS JTURE
	Yes IIo	Yes	110	Yes Ito	
1984	28.7 71.3	26.2	73.8	66.2 33.8	8

VISIT ATTRACTIOUS OUTSIDE OF PARK	YES NO	26.6 73.4	
		1984	

POINT FARMS - DAY VISITOR

		Yes	No	Yes	Ьo		
	1984	71.3	28.7	18.3	81.7		
j							
_		_	TYPE	OF ADVERT	TYPE OF ADVERTISING AWARE OF	OF.	
		> =	Kadio	News-	- Eag- r azine	Transit Sheleter	Other
_		73.	73.4 41.3	8 60,3	42.9	6,3	12.9

## POINT FARMS - DAY VISITOR

				ACCOMMODATION USED WHILE AT PARK	ION USED P PARK				
	Perm. Resid.	Prov. Campgrd.	Notel/ Notel	- 1	Friend/ Resort/ Relative Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd Other	Other
1979	1	ŀ	1	ı	ı	ı	l	L	t
1984	33.3	16.7	13.6	33.3 16.7 13.6 12.1 4.5	4.5	0.0 4.5	4.5	3.0	12.1

	Clean r Lake	10	3.3 8.3	
	Good Weather	1	3.3	
	Uncrow-	10.5	5.0	
	Picnic	4.0	9.9	
	Frie- ndly Other Picnic	4.7	26.4	
	Frie- ndly	1.6	0.0 0.0 26.4 6.6	
	Wild- life	ı	0.0	
	Facil- ities	3.3	1.7	
	Swim/ Beach	30.9 3.3	29.0 1.7	
	Walk/ Canoe/ Hike Sailing	1	3.3 0.0	
SIT	Walk/ Hike	2.0	3.3	
HEASON FOR ELJOYING VISIT	Water Fac.	0.2	0.0	
N FOR EL	Clean	5.6	5.8	
HEASO	Natural Setting Clean	12.3 5.6 0.2	14.0 2.5 9.9 5.8 0.0	
	Cump- sites	1	2.5	
	Quiet/ Relax	15.4	14.0	
		1979	1984	

			RECOLME	RECOUMENDED INPROVEMENTS	OVERENTS							
	Leave as is	Picnic Area	Beach/ Swin	Boat Fac.	Trails	Nore rec.Interp. Programs Progs.	nterp. rogs.	Infor- mation	Hoise Control	Sani- tation	Other Facilities Sh	Showers
1979	10.3 7.4	7.4	22.3	1	0.8	0.8 4.5 -		3.3	2.5		5.0	1
1984	8.9	8.9 6.7	6.7	0.0	0.0	6.7 0.0		6.7	4.4	11.1	4.4 11.1 8.9 8.9	8.9

			The state of the s	THIS IS THE	T (IIIOOH)			
	0-1	1-0	2-3		4-5	3-4 4-5 5-6 6+ NVEF.	+9	NVer.
1979	2.2	9.1	2.2 9.1 15.2 19.1 15.7 13.8 24.8 -	19.1	15.7	13.8	24.8	
1984	3.4	3.4	3.4 3.4 12.5 11.4 21.6 13.6 37.5 4.9	11.4	21.6	13.6	37.5	4.9

		I:E	кесоглендер імриомы, вітв (сойчт)	INPROVEDER	S (COH T)		
Concess-		Clean Grounds	Cangesites	Fees/ Reg'ns	Animal Control	Spray for Insects Other	Other
5.8	8	1	3.3	3.3 1.6	3.3	Î	10.3
11.1		0.0	4.4	4.4 0.0	1		8.9

### POINT FARMS (1984)

### CAMPER

### Users:

- a decrease to 47% in family use with an increase to 42% in couples.
- the 25-44 age group was largest at 37% with 28% for 1-14 years old, the 25-44 age group was more prevalent than in 1979, while those under 14 were less prevalent.
- average party size in 1984 was 3.5. In 1979 the average size 3.6

### Extent of Use:

- 43% were previous visitors to the park which was a decrease of 8% since 1979. But 65% (of that 43%) visited the previous year (a 34% increase over 1979), and 84% camped.
- although fewer were return visitors in 1984, those who had visited before were more likely to have visited the previous year.
- 16% of those who visited last year were day visitors (and had now returned as campers).
- weekend trips were down to 25%, and vacation trips increased to 67%.
- 46% used the park as a main destination with 33% as one of several destinations, and 20% as stopovers. - the average length of stay decreased to 3.3 nights.
- 35% stayed for one night only, which was an increase over 1979.

### Activities and Use of Facilities:

- 9% felt that interpretive and recreation programs were inadequate, and 45% felt they were adequate.
- participation in swimming (81%), viewing/photographing plants and animals (45%), playground (30%), relaxing (91%), visiting viewpoints (59%), and displays (38%) have each increased since 1979.
- as well as the above activities, picnicking, biking, walking/jogging, and casual play had participation rates above 30%.
- activities campers spent the most time doing were: relaxing (33%), sunbathing (15%), and swimming (12%).

### Camping Equipment Used:

- 45% used tents (6% higher than the average of other parks surveyed) as a first piece of equipment.

### Recommended Improvements:

- the primary recommended improvement was in the area of showers (24%), followed by sanitation (16%) and other facilities (16%).
- 3% felt the park should be left as it was.
- these figures were very similar to the findings in the 1979 survey.

### Why Choose Park:

- the main reason campers chose Point Farm was the quiet, remote, and uncrowded feature (20%) up from 5% in 1979.
- 18% chose this park because it was close to their residence, as was the case in 1979.

### Expenditures:

- the total average expenditure within 40 kms of Point Farms was \$110.06.
- the majority of money spent was for food and drink followed by miscellaneous expenditures.

### Market Area:

- Southwestern and Central Regions accounted for 65% of visitation.
- border States (18%), and other U.S.A. (6%) both increased substantially in visitation in 1984.

### Marketing and Promotional Information:

- 74% were aware of park advertising and 17% of these were influenced by this in their choice of parks.
- 69% were aware of advertisements by television 50%, by newspapers and magazines, and 37% by radio.
- 40% of campers were aware of special events and 6% were influenced by them to visit the park.
- 61% indicated they would be encouraged by special events to visit in the future.
- 61% also visited other facilities and attractions outside of the park including town (34%), museum (12%), stores/restaurants (8%), and golf (12%).

### Park-Specific Topics:

- 92% said the publications were adequate.
- 42% agreed to use of credit cards while 27% disagreed.
- there was 90% agreement with noise control and 78% found it effective.

			TYPE OF PARTY	4R'I'Y		
	Family	Couple	Group	Friends	Single	Other
6/	1979 55.6	31.8 0.4	0.4	7.7	1.8	2.8
34	1984 46.6	41.6	0.0	41.6 0.0 6.8	4.3	9.0

1-	1-14	15-24	25-44	45-64	ę2+
1979 32	32.8	9.91	32.6	13.4	9.4
1984 27	27.9	13.9	37.0	16.4	4.8

	PREVIOUS VISIT TO PARK	VISIT	VISIT LAST YEAR	LAST	CAMPED IN LAST YEAK	CAMPED IN PARK LAST YEAK
	YES	μO	YES	110	YES	NO
1979	1979 51.5	48.5	31.5	31.5 68.5	41.2	58.8
1984	1984 43.2	56.8	65.2	65.2 34.8	84.1	15.9

			ORIGIN	BY M. M.	OKIGIN BY M.N.K. REGION	z		
	Horth- West	Horth- Cent.	Horth	Horth	Horth- Horth Algon- East- Cent- South- Cent. Horth East quin ern ral West	East-	Cent-	South- West
1979	0.0	0.2	0.4	0.8	0.0 0.2 0.4 0.8 1.0 4.2 28.9 49.8	4.2	28.9	49.8
1984	0.0	0.0	0.0	2.1	0.0 0.0 2.1 0.7 2.9 22.9 42.2	2.9	22.9	42.2

1979 2.2 36.4 12.9 25.7 13.9 5.5 2.4 1.0 3.6	
	6 7 8+ Aver.
	3.9 5.5 2.4 1.0
1984 4.3 47.5 11.1 21.0 6.8 6.2 1.9 1.2 3.5	6.8 6.2 1.9 1.2

	13 0	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	(% of total	average M OF PARK	
	Fuel and Transport.	Food and Enter- Drink tainmer	Food and Enter- Drink tainment	. Liscell- Total aneous Aver.\$	Total Aver.\$
1979	18.5	0.64	7.8	24.6	24.6 \$45.55
1984	22.5	38.6 9.7	6.7	29.1 \$	29.1 \$125.83
				-	

	TYPE OF			HOLE OF		
	THIP			THE PACK		
					One of Stop-	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest.	Several over	over
1979	32.6	32.6 62.3 5.1	5.1	59.5	24.2 16.3	16.3
1984	25.5	25.5 67.1 7.5	7.5	7:95	33.7. 20.0	20.0

		0	NIDIN			
	Untario	Border Prov.	Other Canada	Border USA	Other USA	Other
1979	85.3 1.2	1.2	0.8	0.8 11.8 1.0 0.0	1.0	0.0
1984	70.8 2.1	2.1	1.4	1.4 17.9 5.7 2.1	5.7	2.1

# POINT FARMS - CAMPER

			A	ACTIVITIES PARTICIPATION	SS PARTIC	IPATION							
	Picnic	Sun- bathe	Svim boat	Motor- boat	Canoe	Hike Bike	Bike	Walk/ Jog	Casual View/ Play Photo	View/ Photo	Play- ground	Kelax	View- points
1979	25.8	ı	67.3	1.4	67.3 1.4 4.3 51.9 16.4 -	51.9	16.4	ı	51.5	12.9	51.5 12.9 15.1 79.2 43.8	79.2	43.8
1984	31.7	73.3	80.9	0.0	2.5	48.8	21.4	89.5	73.3 80.9 0.0 2.5 48.8 21.4 89.5 43.8 45.1 29.6 91.4 58.6	45.1	29.6	91.4	58.6

		ACTIVITIES PARTICIPATION (CON'T)	PARTICI	PATION (C	ON'T)	
	Guided		Staff	Staff		
	Walks	Displays	Kec.	Present. Fish Other	Fish	Other
1979 2.5	2.5	18.0 11.0	11.0	19.2 6.5	6.5	1
1984 7.5	7.5	38.3	20.4	17.9 4.9	4.9	ı

					-uns				Casual	View	
Ke	Relax	Swim	Fish	Fish Walk	bathe	- 1	Hike Canoe	Picnic	Play	Points	Other
1979 4.	3.8	43.8 23.8 0.2	0.2	ı	ı	6.3	0.0	6.3 0.0 0.7 7.2	7.2	1.2 6.0	0.9
1984 3.	3.1	11.9	0.7	6.6	14.6	4.0	0.0	5.3	2.6	33.1 11.9 0.7 9.9 14.6 4.0 0.0 5.3 2.6 2.0 15.8	15.8

		_
CREATION	FROW	46.1
TYPERPREYIVE/RECHEATIOR PROGRAMS ADERUATE	No	9.2
ITTERP	Yess	44.7
		1.784

		TYPE OF	TYPE OF ADVERTISING AWARE OF	KG AWARE	O.F.	
			News-	Na.6-	Eag- Transit	į
	.I V .	hadio	paper	azine	Sheleter	Other
	69.3	36.9	50.0	50.0 50.0 6.2	6.2	13.3
1964						

	AWARE OF SPECIAL EVENTS	EVERTS	INFLUED	THFLUENCE OF SPECIAL EVENTS	SPECIAL EVENTS LICCOURAGE FUTURE VISIT
	Yes	IIo	Yes	No	Yes Lo
1984	39.9 60.1	60.1	4.9	6.4 93.6	61.4 38,6

VISIT ATTKACTIONS OUTSIDE OF PARK	YES NO	60.9 39.1	
		1984	

	AWARE OF ADS	F ADS	ADS INFLUENCE CHOICE OF PARK	LUENCE F PARK
	Yes	No	Yes	No
1984	73.9	73.9 26.1	17.0	83.0

	Aquatic Rec.	0.3	0.5			AWARE OF ADS		es No
	Beach/ Swimming	5.9	2.7			AWARE		Yes
	General Past Natural Clean/ Interest Exper. Setting Well Kept	4.7 5.8 5.8 4.9	2.7					
	Natural Setting	5.8	- 1					
NG PAKK	Past Exper.	5.8	5.4 5.4					
REASON FOR CHOOSING PARK	General Interest	4.7	4.8					
REASON	Visiting General Past Natural Clean/ Friends Interest Exper. Setting Well Ke	4.5	3.8		(T. N	her	14.0	- 8
	Conven- Recommaient ended	7.4	4.8		REASON FOR CHOOSING PARK (CON'T)	Prefer Prov. Park Other		
	Conven- ient	9.8	9.1		R CHOOSIA		4.5	3 2
	Close	18.1 9.8 7.4	17.7 9.1		REASON FOR	Quiet/ Uncrowded	6.4	19 9
		1979	1984			3	1979	1987, 19 9

Facilities/ Rec. Upport. 9.5 11.8

## POINT FARMS - CAMPER

			TYPE OF EQUIPMENT USED	IPMEN'I USE	2	
	Tent	Tent Trailer	Travel Trailer	Truck	Van	Motor
1979	1979 62.5	32.8	23.2	5.1 8.4 4.3	8.4	4.3
1984	45.3	1984 45.3 24.2	16.8	16.8 3.1 6.2 4.3	6.2	4.3

		Tent	Travel	Truck		Motor
	Tent	Truiler	Trailer	Сапрег	Van	Ноше
1001	į.		L	L	0	,
1984	155.6 5.6	2.0	0.0	0°0	9.6 7.77	0.0

			REASON F	REASON FOR ENJOYIN	ING VISIT								950(3		
	Quiet/	Camp-	Matural	Clean	Water Fac.	Walk/ C	Janoe/	Swim/ Beach	Water Walk/Canoe/ Swin/ Facil- W Fac. Hike Sailing Beach ities l	Wild- life	Frie- ndly	Other Showers	Nashrins	Washrms Fishing State	Stat
1979	1979 19.9 17.9	17.9	10.4 6.7	6.7	0.3	0.3 3.9 -		14.9 4.7	4.7	ı	4.0	4.0 9.6 0.4	2.1	- 5.0	5.0
1984	26.1	1984 26.1 16.3	6.9 4.1	4.1	0.0	3.7 (	0.0	16.7	0.8	0.0 3.7 0.0 16.7 0.8 0.0 2.4	2.4	18.0. 1.6 1.2 0.0 2.0	1.2	0.0	2.0

More rec. Interp. Trails Programs Progs.	Tra	Boat Fac.	Beach/ Boat Swim Fac.	
2.2 7.7 0.2	i			
3.4 4.8 4.8	~			1984 3.4 2.7 3.4 0.7

	RE	RECOMMENDED IMPROVEMENTS (CON'T)	IMPROVE	MENTS (CO)	1'T)	
Concess-	Clean	Camp-	Fees/ Regins	Anima! Control	Spray for Insects	Other
1.3		4.1	1.7		1.4	21.3
2.7	1	5.4		2.0	2.0	6.1

### RESTOULE (1984)

### DAY USE

(comparison with a previous year not available)

### Users:

- two-thirds of all users were families. Couples made up 13% and friends 15%.
- the average party size was 3.9 with 29% being parties of 4 and 27% being parties of 3.
- the largest percentage of visitors were of the ages 1-14 (37%) and 25-44 (34%).

### Extent of Use:

 over 50% of visitors had been to the park at least once before. 70% of those visited in the previous year and of those 29% were campers.

- the average length of stay was 4.8 hours.

- 50% of visitors stayed at their permanent address, 13% with friends and relatives and 13% at provincial campgrounds.
- 61% used the park as a main destination.

### Activities and Use of Facilities:

- participation rates were greater than 60% for picnicking, sunbathing, swimming and relaxing.
- rates were lower than 10% for guided walks, historical displays, staff recreation and staff presentations.
- 26% found the interpretive/recreational programs to be adequate while 72% do not know.

### Recommended Improvements:

- 8% felt that the park should be left as is.

- recommended improvements included more recreational programs (22%) and showers (22%).

programs (22%) and showers (22%).

- trails and other facilities both accounted for 8% of the total.

### Why Choose Park:

- the park was chosen mainly for its closeness (45%) and by people visiting friends and relatives (16%).

- 7% were influenced by past experience and 7% by the beach and swimming.

### Expenditures:

- the average total expenditure was \$43.43 with 80% of the visitors spending less than \$30.00.
- the largest expenditure was on food and beverage followed by fuel and transportation.

### Market Area:

- over 97% of the visitors were from the Northeastern and Central Regions of Ontario. The other 3% were visitors from the U.S.A.
- the primary market was young families (70%), with the groups of 65+ and 15-24 representing approximately 11% each.

### Marketing and Promotional Information:

- 68% of the visitors were aware of advertising for the park; most of these by television and radio, but 94% indicated that this did not influence their choice of parks.
- only 13% of the visitors were aware of special events and 86% felt they were not influenced by them.
- 64% indicated they would be influenced in the future by special events.
- 21% of the users visited other facilities and attractions. These included town, washrooms, stores and museum all with 17% agreement.

-	Other	7.9	
	Private Campgrd Other	7.9 0.0 7.9	
	Private Cottage	7.9	
	Cabin/ Cottage	5,3	
ON USED	- 1	0.0	
ACCOPYODATION USED WHILE AT PARK	Friend/ Resort/ Relative Lodge	13.2 0.0	
	Hotel/ Motel	2.6	
	Prov. Hotel/ Campurd. Hotel	13.2 2.6	
	Perm. Resid.	50.0	
		1984	

		Clean	Lake	2 2	7.6		
		poog	Weather	16 37	1.0		
		ncrow	ded	0	0.0		
		ild- Frie- U	Picnic	7.9			
			Other	1.6			
		Frie-	ndly	1.6			
		Wild-	TILE	1.6			
		Walk/ Canoe/ Swim/ Facil- Wild-	icies	3.2 0.0 17.5 0.0 1.6 1.6 1.6 7.9 0.0			
		Swim/ .	Deach	17.5			
		Canoe/	Q III	0.0			
14,	1	Walk/		3.2			
REASON FOR FRIOVING VISIT		Water		1.6			
N POR EN		Clean		3.2			
REASO		Matural Setting Clean		14.3 4.8 9.5 3.2 1.6			
		Camp-		4.8			
		Quiet/ Camp- Belax sites		14.3			
				1984			

	Should	22.2	1	
	- Other Showers	0.0 0.0 8.3		
	Sani- tation	0.0		
	Noise Control	0.0		
	Infor- mation	0.0		
	More rec. Interp. Programs Progs.	8.3 22.2 2.8		
IMPROVEMENTS	Trails	8.3		
	Hoat Fac.	2.8		
RECOMMENDE	Deach/ Swim	5.6		
	Picnic Area	5.6		
	Leave as is	8,3		
		1984	_	

			LINGTH	OF STAY	LINGTH OF STAY (HOURS)			
	0-1	17	1-? 2-3 3-4 4-5 5-6 6+ Aver.	3-4	4-5	5-6	+9	Aver.
984	4.3	ı	10.6	12.8	10.6 12.8 29.8 10.6 36.2 4.8	9.01	36.2	4.8

			( T 1100) STEER ST			
Concess- Cle	Clerin Crounds	Camp- sites	lees/ Regins	Animal Control	Stray for Insects	Other
2.8	0.0	0.0 2.8 0.0	0.0	0.0	0.0 0.0 8.3	8.3

TYPE OF PARTY (%)	up Friends Single Other	4.3 14.9 2.1 0.0	
JAVE C	Family Couple Group	1984 66.0 12.8 4.3	
		1984	

2.1 14.6 27.1 29.2 16.7 6.3 2.1 2.1

(%)

PARTY SIZE

# of People 1984

152

	PREVIOUS VISIT	VISIT (%)	VISIT LAST YEAR (%)	LAST (%)	CAMPE	CAMPED IN PARK LAST YEAR ( 0 )
	YES	NO	YES	NO NO	YES	NO NO
1984	51.1	48.9	70.8	29.5	29.4	70.6

			ORICIN	BY M.N	ORICIN BY M.N.R. RECION (%)	(%) NO		
	North-	North- North- North Fast	North	North	North Algon- East- Cent- South- East onto ern ral West	East-	Cent-	South-
1984	-	0.0	0.0	72.1	0.0	0 0	25.6	0

	Total Aver.	56.56	
average KM OF PARK	Miscell- Total	8.8	
" of total	Enter- tainment	15.8	
EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	Food and Enter- Drink tainnen	40.5 15.8	
21 e	Fuel and Transport.	35.0	
		1984	

	TYPE OF			HOLE OF	1	
	THIP	(%)		THE PARK	(%)	
					One of	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest. Several over	Several	over
1984	1	1	ı	6.09	21.7	17.4

		0	ORIGIN (%)			
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1984	97.8	0.0	97.8 0.0 0.0 0.0 2.3 0.0	0.0	2.3	0.0

				ACTIVITIES PARTICIPATION	S PARTIC	IPATION	,						
	Picnic	Sun- buthe	Svin	Sun- Motor- Motor- Malk/ Casual buthe Swim boat Canoe Hike Bike Jog Play	Canoe	H1ke	Bike	Walk/ Jog	Casual Play		View/ Play- View- Photo ground Relax points	Relax	View- points
1984	4.69	61.2	61.	2 0.0	6.1	22.4	2.0	32.7	34.7	18.8	36.7	63.3	61.2 61.2 0.0 6.1 22.4 2.0 32.7 34.7 18.8 36.7 63.3 10.2

	7	ACTIVITIES PARTICIPATION (CON'T)	PARTIC	PATION (C	ON'T)	
	Guided Walks	Guided Staf Walks Displays Rec.	Staff Rec.	Staff Present. Fish Other	Fish	Other
1984	8.2	4.1 4.1	4.1	2.0 6.1 10.2	6.1	10.2

			AC	TIVITY S	ACTIVITY SPENT NOST TIME AT	TIME AT					
	Relax	Swim	Fish	Walk	Sun- bathe	Hike	Sun- Relax Swim Fish Walk bathe Hike Canoe		Casual Picnic Play	ual View .ay Points Other	Other
1984	16.7	21.4	0.0	0.0	16.7	4.8	2.4	23.8	0.0	16.7 21.4 0.0 0.0 16.7 4.8 2.4 23.8 0.0 0.0 14.3	14.3

0	lose	Close ient	Recomm- ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Visiting General Past Natural Clean/ Friends Interest Exper. Setting Well Kept	Beach/ Swimming	Aquatic	Aquatic Facilities/ Rec. Rec. Onnort
	44.4	4.4	0	.0 15.6 8.9 6.7 0.0 0.0	8.9	6.7	0.0		6.7	0.0	2.2

REASON FOR CHOOSING PARK (COH'T) Quiet/ Prefer Uncrowded Prov. Park Other	0.0 4.4	
REASON FOR Quiet/ Uncrowded	1984 0.0	

	AWARE OF ADS	, ADS	ANS INFLUENCE CHOICE OF PARK	INFLUENCE E OF PARK
	Yes	No	Yes	No
1984	68.2	31.8	6.1	93.9

SPECIAL EVENTS EXCOURAGE FUTURE VISIT	Yes No	64.0 36.0
INFLUENCE OF SPECIAL EVENTS	Yes No	14.3 85.7
AWARE OF SPECIAL EVENTS	Yes No	13.3 86.7
		1984

	UUTSIDE OF PARK	OUTSIDE OF PARK
	YES	NO
1984	20.9	79.1

Mews- Ea,- Transit	Radio paper azine Sheleter Other	38.6 27.3 20.5 20.5 4.5 13.6
	T.V.	38.6

### RESTOULE (1984)

### CAMPER

### Users:

- there had been a decrease in the proportion of families from 66% to 58% and an increase in the proportion of couples (to 34%).
- age distribution had remained fairly stable with a decrease in the ages 1-14 and an increase in the 45-64 year olds.
- the 25-44 year age group remained the largest at 38%.
- average party size was 3.5 persons.

### Extent of Use:

- 55% were previous visitors, over a third (36%) in the last
- of those visiting in the previous year, over 96% had camped (an increase of 173% over 1977).
- there had been a decrease in weekend trips from 25% to 19% and an increase in the use of the park on vacation trips from 73% to 79%.
- 68% used the park as a main destination, 28% as one of several destinations and 5% as a stopover, showing little change from 1977.
- average length of stay was 5.6 nights. This was the highest figure of all the parks surveyed.
- 8% stayed only 1 night, compared to the average of 35%.
- 20% stayed 8-14 nights which was very high compared to the average of 2% for the parks surveyed.

### Activities and Facilities:

- 27% of visitors felt that the interpretive and recreation programs were adequate.
- participation in viewing/photographing plants and animals (59%), playground (40%), relaxing (94%), and staff recreation (16%) had increased significantly since 1977. - almost all activities had participation rates above 30%.
- participation in staff presentations decreased 64% since 1977 to 7%.
- relaxing (30%), fishing (16%), swimming (16%), and canoeing (10%), are activities campers spent the most time doing.

### Camping Equipment Used:

- 36% used tents, and 36% used tent-trailers as a first piece of equipment.

### Recommended Improvements:

- one of the items most recommended as an improvement to Restoule was showers (40%).
- other areas mentioned were interpretion (10%) and other facilities (11%).
- only 2% surveyed indicated the park should be left as is.

### Why Choose Park:

- the main reason campers chose this park was past experience (15%).
- other reasons included quiet, remote, and uncrowded (12%), and good facilities/recreation opportunities (11%).

### Expenditures:

- the average total expenditure of campers within 40 kms of the park was \$137.29.
- as was the case in most parks, the majority of the expenditure was for food and drink.

### Market Area:

- the target market continued to be young families, but couples were also important, as were those over 45 years of age.
- the 25-44 age group was predominant, and there were more campers over 45 than 15-24 year olds.
- 92% of campers were Ontario residents, mostly from Central (57%), Northeastern (17%), and Southwestern Regions (11%).
- the total number of American campers accounted for only 3%.

### Marketing and Promotional Information:

- reasons people chose the park and areas to be promoted were quiet, relaxing, uncrowded park and recreation opportunities.
- a large percentage (68%) used the park as a main destination and the majority (79%), were on vacation trips.
- 85% were aware of park advertising and 13% were influenced by the ads.
- TV ads reached 65% while 40% were aware of ads in newpapers and magazines and 32% of radio ads.
- 26% were aware of special events but only 6% (of the 26%) were influenced to visit the park by special events.
- 49% would be encouraged by special events to visit in the future.
- 40% of visitors also went to attractions and facilities outside of the park including stores/restaurants (28%), museum/historical (17%), and town (16%).

### RESTOULE - CAMPER

			AC	ACTIVITIES PARTICIPATION	S PANTIC.	1PATION							
		Sun-	-	Motor-	5		Walk/		Jasual	View/	Play-	;	View-
	Picnic	bathe	SWIM	boat	Canoe	Hike B.	TKe J	- [	Tay	LHOTO	Cround	петах	DOINTS
1977	19.8	1	79.1	30.1	35.9	79.1 30.1 35.9 56.2 15.3 -	5.3		7.4	21.0	21.0 26.1	81.4	0.94
1984	27.3	74.3	9.98	32.8	35.4	74.3 86.6 32.8 35.4 54.2 16.3 88.4 54.2	6.3	38.4	54.2	58.8	58.8 39.9 94.0 52.0	0.46	52.0

		ACTIVITIES PARTICIPATION (CON'T)	BARTIC	IPATION (	CON'T)	
	Guided Walks	Displays	Staff Rec.	Staff Present. Fish Other	Fish	Other
1977	9.3	9.3 16.4 2.0	2.0	18.5	50.6 13.4	13.4
1984	8.2	8.2 16.8 16.3	16.3	6.6 55.1	55.1	ı

			AC	TTIVIT	CPIVITY SPENT MOST TIME AT	T TIME A.	Į.				
	Relax	Swin	Fish Walk	Walk	Sun- bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1977	26.2	20.3 11.8 -	11.8	1	ŧ		6.4 6.0	0.1	0.9	0.1 4.0	4.0
1984	29.9	15.6	16.2	6.2	6.2	3.0	6.7	2.2	1.3	29.9 15.6 16.2 6.2 6.2 3.0 9.7 2.2 1.3 0.8 8.9	8.9

HPTEIG REFIT PROGRAMS TO SEE SEE SEE SEE SEE SEE SEE SEE SEE SE	HPPERGRATIVE/RECHERALING TROGRATIS ADECOATE	bon't so krov	26.9 19.7 52.9
	IUPERTREPLY PROGRATE		26.9 19

			TYPE OF PARTY	1R'I'Y		
	Family	Couple	Group	Friends	Single	Other
1977	4.99	66.4 24.5	0.5 6.4	6.4	0.8	1.6
1984	57.5	57.5 33.6	0.3 5.2	5.2	2.1	1.3

	AGE DI	AGE DISTRIBUTION .		
1-14	15-24	25-44	45-64	+59
35.2	13.3	38.9	10.2	2.4
30.6	13.0	38.0	15.6	2.7

CAMPED IN PARK LAST YEAR	NO	35.3 64.7	96.4 3.6	
CALIP	YES	35.3	96.4	
LAST	NO	61.7	36.1 63.9	
VISIT LAST YEAR	YES	38.3 61.7	36.1	
S VISIT	NO	46.5	54.7 45.3	
TO PARK	YES	53.5 46.5	54.7	
		1977	1984	

	West	Cent.	North	East	Most Cent. North East quin ern ral West	ern	cent-	South- West
1977	0.0	0.0 0.0 2.0 2.5	2.0	2.5	22.0 3.6 51.5 13.9	3.6	51.5	13.9
1984	0.3	6.0	0.3	8.91	0.3 0.9 0.3 16.8 0.9 4.9 57.3 11.5	4.9	57.3	11.5

	PARTY SIZE	<u>-1</u>	
	1 2 3 4 5	7 6	8+ Aver.
1977	0.8 30.0 15.7 30.0 13.6 5.5 3.4 1.0	5.5 3.4	
1984	1.8 36.6 15.2 25.7 13.6 4.2 1.0 1.8 3.5	4.2.1.0	1.8 3.5

	ex Fuel and Transport.	penditures) WITHIN Food and Enter- Drink tainner	expenditures) WITHIN 40 KM OF PARK Food and Enter- Miscell. Drink tainment aneous	d OF PARK Miscell- aneous	Total Aver.\$
1977	21.4	60.9 3.2	3.2	14.3	14.3 \$ 34.06
1984	27.4	41.1 8.8	8.8	22.7	22.7 \$157.33

	TYPE OF			HOLE OF		
	THIP			THE PARK		
					One of Stop-	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest. Several over	Several	over
1977	24.7	24.7 73.7 1.7	1.7	73.0	19.5 7.5	7.5
1984	18.8	18.8 79.1 2.1	2.1	67.6 27.7 4.7	27.7	4.7
•						

		0	ORIGIN			
	Ontario	Border Prov.	Other	Border	Other USA	Other
1977	92.6	0.3	95.6 0.3 0.2 1.5 1.0 0.2	1.5	1.0	0.2
1984	92.9	1.8	92.9 1.8 1.8 2.7 0.3 0.0	2.7	0.3	0.0

				REASON	REASON FOR CHOOSING PARK	ING PARK					
	Close	Close ient	. Recommended	Visiting Friends	General Interest	Past Exper.	Natural Setting	General Past Natural Clean, . Interest Exper. Setting Hell Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1977	7.1	7.1 14.9	13.8	0.0	9.0	4.5	16.5	0.2	0.2	3.0	18.2
1984	5.4	5.4 5.0 9.	9.4	4.8	7.3	14.6	7.3 14.6 7.9 2.7	2.7	5.6	7.1	10.8

	REASON FOR	REASON FOR CHOOSING PARK (CON'T)	(L, NOO)
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1977	4.8	0.4	15.8
1984	11.9	0.8	6.7

AWARE OF ADU ADS INFLUENCE CHOICE OF PARK  Yes No Yes ho  84.9 15.1 12.7 87.3	No No 15.1	NE OF ADU NO . 9 15.1			
NE OF ADU NO . 9 15.1	No No 15.1	AWARE OF ADU Yes No 84.9 15.1	FLUERCE OF PARK	No	87.3
6.	6.	Yes 84.9	ADS IN	Yes	12.7
6.	6.	Yes 84.9	ADE	0	15.1
Yes 84.	AWARE Yes 84.	AV Ye	OF,	N	6
		1984	AVARE	Yes	84.

	AWARE OF SPECIAL EVENTS	INFIUE SPECIA	INFLUENCE OF SPECIAL EVENTS	SPECIAL EVENTS INCOURAGE FUTURE VISIT
	Yes No	Yes	No	Yes lio
1984	26.2 73.8		6.3 93.8	48.7 51.2

	VISIT ATTRACTIO	VISIT ATTRACTIONS OUTSIDE OF PARK
	YES	NO
1984	40.4	59.6

		TYPE OF	ADVERTIBLING AWARE	NG AWARE	5	
	T V.	hadio	News- paper	lag- azine	lag- Transit azine Sheleter	Other
					,	l I
10,84	65.0	65.0 32.1	40.1	40.1 6.	6.4	15.0

### RESTOULE - CAMPER

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			TARE OF TALL	TIPE OF EQUIPMENT USED	2	
	Tent	Tent Trailer	Travel	Truck Camper	Van	Motor
1977	39.3	34.9	39.3 34.9 16.9 9.0	0.6	7.7 2.9	2.9
1984	36.4	36.4	36.4 36.4 15.3 3.2	3.2	5.8 2.9	2.9

		Tent	Travel	Truck		Motor
	Tent	Trailer	Trailer	Camper	Van	Home
1007	63 0 1, 2	7 3	1 1	C.	75 5 0 0	
1904	000	0.4	TOT	7 • 7	6.67	0.0

quiet/ Camp- Hatural Water Valk/ Canoe/ Svim/ Facil- Vild- Frie- Gamp- Hatural Water Valk/ Canoe/ Svim/ Facil- Vild- Frie- Hatural Hac. Hike Sailing Beach ities life ndly Other Showers Washring Fishing Staff Helax Stiting Clean Fac. Hike Sailing Beach ities 11fe ndly Other Showers Washring Fishing Staff Helax 15.8 30.3 2.0 11.9 6.7 - 6.2 2.2 12.2 - 0.7 - 2.5 19.0 14.3 7.2 5.0 2.5 3.4 4.8 16.3 0.9 1.9 2.5 13.7 0.0 1.9 4.2 2.5		=	T		
Culet/ Camp- Hatural Water Walk/ Canoe/ Swim/ Facil- Wild- Frie- Sites Setting Clean Fac. Hike Sailing Beach ities life ndly Other Showers 15.8 8.5 30.3 2.0 11.9 6.7 - 6.2 2.2 12.2 - 12.2 - 19.0 14.3 7.2 5.0 2.5 3.4 4.8 16.3 0.9 1.9 2.5 13.7 0.0		y Sta	2.5	2.5	
Culet/ Camp- Hatural Water Walk/ Canoe/ Swim/ Facil- Wild- Frie- Sites Setting Clean Fac. Hike Sailing Beach ities life ndly Other Showers 15.8 8.5 30.3 2.0 11.9 6.7 - 6.2 2.2 12.2 - 12.2 - 19.0 14.3 7.2 5.0 2.5 3.4 4.8 16.3 0.9 1.9 2.5 13.7 0.0		Fishing		4.2	
Quiet / Camp-   Hatural   Water   Valk / Canoe / Swim / Facil-Relax   Setting   Cleun   Fac.   Hike   Sailing   Beach   ities   16.8   8.5   30.3   2.0   11.9   6.7   6.2   2.2   19.0   14.3   7.2   5.0   2.5   3.4   4.8   16.3   0.9		Clean	0.7	1.9	
Quiet / Camp-   Hatural   Water   Valk / Canoe / Swim / Facil-Relax   Setting   Cleun   Fac.   Hike   Sailing   Beach   ities   16.8   8.5   30.3   2.0   11.9   6.7   6.2   2.2   19.0   14.3   7.2   5.0   2.5   3.4   4.8   16.3   0.9		r Showers		0.0	
Quiet / Camp-   Hatural   Water   Valk / Canoe / Swim / Facil-Relax   Setting   Cleun   Fac.   Hike   Sailing   Beach   ities   16.8   8.5   30.3   2.0   11.9   6.7   6.2   2.2   19.0   14.3   7.2   5.0   2.5   3.4   4.8   16.3   0.9			12.2	13.7	
Quiet / Camp-   Hatural   Water   Valk / Canoe / Swim / Facil-Relax   Setting   Cleun   Fac.   Hike   Sailing   Beach   ities   16.8   8.5   30.3   2.0   11.9   6.7   6.2   2.2   19.0   14.3   7.2   5.0   2.5   3.4   4.8   16.3   0.9			1	2.5	
Cunet / Camp   HEASON FOR ENJOYING VISI		Wild- life	ı	1.9	
Cunet / Camp   HEASON FOR ENJOYING VISI		Facil- ities	2.2	0.9	
Cunet / Camp   HEASON FOR ENJOYING VISI		Swim/ Beach	6.2	16.3	
Cunet / Camp   HEASON FOR ENJOYING VISI		Canoe/ Sailing	1	4.8	
Cunet / Camp   HEASON FOR ENJOYING VISI		Walk/ Hike	6.7	3.4	
Quiet/ Camp- L Relax sites 16.8 8.5 19.0 14.3	TISIA DNI	٤.	11.9	2.5	
Quiet/ Camp- L Relax sites 16.8 8.5 19.0 14.3	FOR ENJOY	Clean	2.0	5.0	
quiet/ Relax 16.8 19.0	REASON		30.3	7.2	
2 m		Camp- sites	8.5	14.3	
1 1 1		Quiet/ Relax	16.8	19.0	
			1977	1984	

Leave	Picnic	Beach/ Swim	Boat Fac.	Trails	More rec.	More rec. Interp. Programs Progs.	Infor-	Noise Control	Sani- tation	Other Facilities	Showers
1977 9.3	9.3 0.3	2.8	2.2	2.5	2.5 1.9	1.9	2.5	6.5	13.0	30.4	1
1984 2.0	2.0 1.7	1.7 2.0	2.0	2.1	2.1 6.6 10.4	10.4	0.8	2.1	3.8	3.8 10.6 39.6	39.6

		2	m	14	8-14 15-21		+22	Average
1977	10.2	21.7	15.5	10.2 21.7 15.5 32.5 19.9	19.9		1	5.0
1984	8.4	17.4	18.8	30.9	8.4 17.4 18.8 30.9 20.2 3.7 0.6 5.6	3.7	9.0	5.6

s- Clean Camp- Fees/ Animal Incounds sites Reg'ns Control  0.6 8.7		R	RECOMMENDED IMPROVEMENTS (CON'T)	IMPROVE	MENTS (CON	(T.)	
0.6 8.7	Concess- ions	Clean		Fees/ Regins	Animal	Spray tor Insects	Other
- 46 - 23			8.7	•	ı	I,	14.9
0.1	2.8	ı	9.4	1	2.3	0,8 6.1	6.1

### SANDBAR LAKE (1984)

### DAY USE

(comparison with a previous year not available)

### Users:

- 49% of the visitors were families, 20% couples and 19% friends.
- the average party size was 4.7 with the largest proportion
- (24%) being groups of four.
   the age group 1-14 had the largest representation (32%), followed by 25-44 year olds (30%).

### Extent of Use:

- 58% of the visitors had been to the park previously. Of those 82% had visited in the previous year and 27% had
- the average length of stay was 4 hours.
- 40% of the visitors stayed at their permanent residence, 20% at friends and relatives.
- other accommodations included provincial campgrounds (12%), and hotel/motel (14%).
- the park was used generally as a stopover by 45% and as a main destination by 39%.

### Activities and Use of Facilities:

- activities that had high (over 50%) participation rates included: relaxing (76%), swimming (77%), sunbathing (68%), and picnicking (63%).
- low participation rates occurred in canoeing, biking, guided walks, staff recreation and staff presentations.
- the majority of the visitors' time was spent swimming (20%), sunbathing (18%), and picnicking (18%).

### Recommended Improvements:

- 6% said they would like the park left as is.
- concessions and boat facilities were both recommended by 12% for improvements.
- other facilities mentioned were trails, more recreational programs, interpretation and showers.
- 24% recommended other facilities.

### Why Choose Park:

- the most agreed upon reasons for choosing the park were: closeness to residence (38%) and convenience (23%).
- also included were recommended by friends (8%) and beach/swimming (8%).

### Expenditures:

- the average total expenditure was \$90.95 which was below average for the parks surveyed.
- 49% of the visitors spent less than \$30.00.
- the majority of expenditure was on fuel and transportation followed by food and drink, which is the opposite for most parks surveyed.

### Market Area:

- visitors were mostly from the Northwestern and North Central Regions of Ontario.
- 9% were from border provinces.
- 16% were from the United States which was much higher than the average for the parks surveyed.

### Marketing and Promotional Information:

- 73% of visitors were aware of park advertising, mostly by television, newspaper and magazine.
- 77%, however, were not influenced by this advertising in their choice of parks.
- 64% were unaware of special events and 61% not influenced by them.
- 72% agreed that special events would influence them in the future to visit the park.
- 25% of the visitors went to attractions and facilities outside of the park.
- those attractions included restaurants (15%), beach (15%), and washrooms (15%).
- others mentioned were: town (8%), local attractions (8%), and stores (8%).

General Past Natural Clean, Beach, Aquatic Facilit Interest Exper. Setting Well Kept Swimming Rec. Pec. Op. 2.1 2.1 0.0 0.0 8.3 0.0 4.2	± %.	Visiting General Past Natural Clean, Friends Interest Exper. Setting Well Kept S  0.0 2.1 2.1 0.0 0.0	Visiting General Past Natural Clean/ Friends Interest Exper. Setting Well Kept S	H 0.
General Past Natural Interest Exper. Setting 2.1 2.1 0.0	Visiting General Past Natural Friends Interest Exper. Setting 0.0 2.1 2.1 0.0	- 1		1
General Past Interest Exper. 2.1 2.1	Visiting General Past Friends Interest Exper.	- 1		1
General Interest 2.1	Visiting General Friends Interest	1	1	1
	Visiting Friends	1	1	1

	REASON FOR	REASON FOR CHOOSING PARK (COH'T)	(Lonat)
	wiet/	Prefer	
	Uncrowded	Prov. Park	Other
1984	2.1	0.0	10.4

	AWARE OF ADS (%)	F ADS (%)	ADS INFLUENCE CHOICE OF PARK	LUERICE F. PARK
	Yes	No	Yes	No Vol
1984	72.9	27.1	23.1	6.97

	AWARE OF	INFLUENCE OF	SPECIAL EVENTS
	SPECIAL EVENTS	SPECIAL EVENTS	INCOURAGE FUTURE
			VISIT
	(%)	(%)	(%)
	Yes No	Yes No	Yes No
1984	36.2.63.8	37.8 61.3	3 /1 8 28 2

VISIT ATTRACTIONS OUTSIDE OF PLEK	YES NO (%)	25.0 75.0	
		1984	

	> =	(%)	News-	Ľag5− azine	Mag- Transit azine Sheleter	Other
	-	HAME				
10,43)	50 0	34 2	42 1	42	1 10.8 31.6	31 6

			AC	ACTIVITIES PARTICIPATION	S PARTIC	IPATION		1 101					
		Sun-		Motor-				(%) Walk/	Casual	View/	View/ Play-		View-
	Picnic	bathe	Swim	boat	Canoe	Hike	ike	Jog	Play	Photo	Ground	Relax	points
1984	62.9	67.7	77.4	8.1	3.2	29.0	1.6	5 45.2	24.2	30.6	11.5	75.8	67.7 77.4 8.1 3.2 29.0 1.6 45.2 24.2 30.6 11.5 75.8 25.8

		ACTIVITIES PARTICIPATION (CON'T)	PARTIC	[PATION (C	ON'T)	(%)
	Guided Walks	Guided Walks Displays	Staff Rec.	Staff Present. Fish Other	Fish	Other
1984	3.2	3.2 11.3 8.1	8.1	3.2 6.5 16.7	6.5	16.7

			AC	TIVITY	SPEWT NOS	ACTIVITY SPENT NOST TIME AT		(%)			
	Relax	Swim	Fish	Walk	Sun- bathe	Hike	Canoe	Picnic	Casual Play	Sun- Casual View Relax Swim Fish Walk bathe Hike Canoe Picnic Play Points Other	Other
1984	12.5	19.6	3.6	3.6	17.9	12.5 19.6 3.6 3.6 17.9 12.5 0.0 17.9 0.0 0.0	0.0	17.9	0.0	0.0	12.5

	Other	3.1	
	Single Other	7.7	
H'l' I	Friends	18.5	
TYPE OF PARTY	Group	1.5	
	Couple Group	20.0	
	Family	49.2 20.0	
		1984	

	4	AGE DISTRIBUTION	BUTION		
1-14	4 15-24		25-44	45-64	+59
32.1	1 19.6		30.0	13.7	4.6

CAMPED IN PARK LAST YEAR	YES NO	27.3 72.7	
VISIT LAST YEAR	NO	18.4	
VISIT YEAR	YES	81.6	
VISIT	NO	57.8 42.2 81.6	
PREVIOUS VISIT TO PARK	YES	57.8	
		1984	

			ORICIN	DRICIN BY M.N.R. RECION	4. RECIO	z		
	North- West	North- Cent.	North	North- North Algon- East- Cent- South-Cent. North East quin ern ral West	Algon- quin	East- ern	Cent-	South-West
1984	43.9	8	0.0	43.9 8.8 0.0 0,0 0.0 0.0 7.0 1	0.0	0.0	7.0	1.8

1984 7.6 21.2 18.2 24.2 9.1 10.6 1.5 7.6 4.7						PA	PARTY SIZE	31 Z E				
		П	2		2	7	5		9		8+	Aver.
	1984	7.6	21.	2	18.2	24.	2 9.	$\leftarrow$	10.6	1.5	7.6	4.7

Fuel and Food and Enter   Hiscall Total   Transport   Drink tainnent aneous Aver. \$\frac{1}{2}\$			expenditures) WITHIN 40 KM OF PARK	expenditures) WITHIN 40 KM OF PA	OF PARK	
33.6 26.9 9.7		Fuel and Transport.	-	Enter- tainment		Total Aver.\$
	1984	.33,6	26.9	9.7	29.8	121.63

	One of Stop- Several over	15.6 45.3	
	One of	15.	
ROLE OF THE PARK	One of Stop- Main Dest. Several over	39.1	
	Other		
	Weekend Vacation Other	-	
TYPE OF TRIP	Weekend	·  ·	
		1984	

Ont		5	ULULIN			
	Ontario	Border Prov.	Other Canada	Border USA	)ther USA	Other
1984 63	63.1	8.8	8.8	8,8 8,8 12,3	3.5	3.5
					1	

Private Private Cottage Campgrd Other	Private P	Resort/ Cabin/ Private P Lodge Cottage C	Friend/ Resort/ Cabin/ Private P Relative Lodge Cottage C 20 0 0 0 0 0 0 0	Friend/ Resort/ Cabin/ Private P Relative Lodge Cottage C 20 0 0 0 0 0 0 0	Friend/ Resort/ Cabin/ Private P Relative Lodge Cottage C 20 0 0 0 0 0 0 0 0	Friend/ Resort/ Cabin/ Private P Relative Lodge Cottage C 20 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
	Cottage 4.0	Resort/ Cabin/ Lodge Cottage 0.0 4.0	Friend/ Resort/ Cabin/ Relative Lodge Cottage 20.0 0.0 4.0	Friend/ Resort/ Cabin/ Relative Lodge Cottage 20.0 0.0 4.0	Friend/ Resort/ Cabin/ Relative Lodge Cottage 20.0 0.0 4.0	Prov. Hotel, Friend, Resort, Cabin/ Carpgrd. Lotel Relative Lodge Cottage 12.0 14.0 20.0 0.0 4.0

	Clean Lake	9.5	
	- Good Weather	0.0	
	Uncrow-	2.7	
	Other Picnic	23.0 2.7	
	Frie- ndly	0.0	
	Wild- life	0.0	
	/ Canoe/ Swim/ Facil- Sailing Beach itles	2.7 0.0 18.9 5.4 0.0 0.0	
	Swim/ Beach	18.9	
	Canoe/ Sailing	0.0	
ISIT	Walk/ Hike	2.7	
HEASON FOR ENJOYING VISIT	Water Fac.	0.0	
ON FOR ER	Clean	9.5 9.5 0.	
HEAD	Natural Setting Clean	9.5	
	Camp- sites	10.8 4.1	
	Quiet/ Rclax	10.8	
		1984	

	Showers	5.9	
	Other Facilities Showers	23.5 5.9	
	Sani- tation	0.0	
	Noise S Control t	0.0 0.0 0.0	
	Infor- mation	0.0	
	Nore rec. Interp. Programs Progs.	5.9	
	More rec Programs	5.9 5.9	
VERENTS	Trails	11.8 5.9	
RECOURENDED IMPROVEMENTS	Hoat Fac.	11.8	
RECOURTE	Beach/ Swim	0.0	
	Picnic	0.0	
	Leave as is	5.9 0.0	
		1984	

1984 19.	1- )	,			Company was a management			
			2-3	3-4		4-5 5-6	6+ Aver.	Aver.
	3 1.	8	12.3	19.3 1.8 12.3 38.6 17.5 10.5 19.3 4.0	17.5	10.5	19.3	4.0

concess-	Clern	Camp- l'ees/ Animal sites Reg'ns Control	l'ees/ Reg'ns	Animal	Siray for Insects	Other
11.8	0.0 0.0	0.0	0.0	0.0	0.0	23.5

### SANDBAR LAKE (1984)

### CAMPER

### Users:

- 45% of the parties visiting the park were families. This was a decrease of 8% from the 1976 survey.

- couples formed 40% of the camping parties (up 7% over 1976

figures).

- the highest percentage of campers were in the 25-44 year old age group.

- the average party size in 1984 was 3.6.

### Extent of Use:

- 26% were previous visitors which was a 15% increase since

- of the 26%, those visiting in the previous year totalled 53%.

- 23% of those who visited the park the previous year were day visitors who returned to camp. This was higher than the average for other parks surveyed.

- the average length of stay was 2.1 nights, which was lower

than the average of the other parks surveyed by 1.4

nights.

- the vast majority of campers stayed for one night only.

### Activities and Use of Facilities:

- relaxing was the most popular activity with a 84% participation rate.

- going for a walk had the second highest participation rate at 74%, followed by swimming (51%).

- the activities campers spent the most time doing included relaxing (37%), walking (12%), swimming (11%), and fishing (11%).

- 3% felt recreation and interpretive programs were inadequate, 39% felt they were adequate, and 58% did not

- tents were used by 29% of the campers and tent-trailors by 23% as a first piece of equipment.

### Recommended Improvements:

- the highest percentage of those surveyed (23%), recommended improvements to other facilities.

- 12% recommended improvements to showers and 12% improve-

ments to campsite/electrical sites.

- sanitation improvements were recommended by 9% and the same percentage felt the park should be left as is.

### Why Choose Park:

- the fact that the park was convenient was the reason 27% of the campers chose Sandbar Lake.

- 15% selected the park because of good facilities/

recreation opportunities.

- the quiet, remote, uncrowded aspect was the reason 12% camped at this park.

### Expenditures:

- the average total expenditure within 40 kms of the park was \$105.98, slightly lower than the average of other parks surveyed.

- the majority of money spent was for food and drink

followed closely by fuel & transportation.

### Market Area:

- the target market continued to be young families followed by couples.

- repeat visitation was 23% below the average of all other

parks surveyed.

- North Central and Central Regions accounted for 30% of the campers.

- 52% were from Ontario, 14% from border States, 12% from "Other Canada", and 10% from "Other U.S.A."

### Marketing and Promotional Information:

- the park was used as a stopover by 56% of the campers.

- 21% used the park as a main destination.

- a large percentage, (80%) of those surveyed, were on a vacation-type trip.

 the three main reasons people chose the park (convenience, facilities and recreation opportunities, and the quiet/

uncrowded aspect) should all be promoted.

- the campsites (17%), quiet/relaxing atmosphere (16%), the swimming/beach (12%) and the fact the park was clean (10%) were all reasons campers enjoyed themselves and should be promoted.

- 68% were aware of park advertising and 27% were influenced

by the ads in their choice of park.

- the majority (63%) were aware of TV ads, followed by magazines & newspaper ads (36%) and radio ads (28%).

- 25% of the campers were aware of special events, and of that 25%, a good percentage (10%), were influenced to visit the park by the special events.

- 64% said they would be encouraged by special events to

visit the park in the future.

- 27% visited attractions/facilities outside of the park including showers (20%), town (12%), stores/restaurants (9%), fishing (15%), and gas station (6%).

			TYPE OF PARITY	ARILY		
	Family	Couple Group	Group	Friends	Single Other	Other
1976	53.0	33,4 0,3 8,9	0.3	8.9	3.8	0.6
1984	44.9	44.9 40.3 1.4	1,4	8.6	4.9	0.0

3.6

8.8 1.7 1.7 2.3

4.8 45.0 12.5 23.2

3.9 39.0 13.5 19.6 12.7 7.1 2.3 1.9

1976 1984

1976     31.2     15.24     25.44       1984     24.6     10.9     33.2		AGE DISTAIDSTON		
31.2 15.7 24.6 10.9	15-24		45-64	+59
24.6 10.9	15.7	38.2	12.3	2.5
	10.9	33.2	21.5	9.8

	PREVIOUS VISIT TO PARK	VISIT	VISIT LAST YEAR	LAST	CAMPED IN LAST YEAR	CAMPED IN PARK LAST YEAR
	YES	NO	XES	NO	YES	NO
1976	11.3	88.7	6.9	93.1	47.7	47.7 52.3
1984	26.3	26.3 73.7 53.3	53.3	46.7	77.1	77.1 22.9

	TO PARK	VISIT	YEAR	VISIT LAST YEAR		CAGPED IN	CAGFED IN FARK LAST YEAR	¥
	YES	NO	YES	I	110	YES	NO	
1976	11.3 88.7	88.7	6.9		93.1	47.7 52.3	52.	
1984	26.3	26.3 73.7	53.3		46.7	77.1 22.9	22.9	
			ORICIN	BY M.N.	ORICIN BY M.N.R. RECION	NO.		
	Lorth-	North-		Horth	Alton-	Horth Algon-East-Cent-South-	Cent-	South-
	West	Cent.	Cent. Horth East	East	quin	orn	ral	West

			ORICIE	EI N.H	ORIGIN BY M.H.K. MEGION	Ξ.		
	Lorth- Vest	Worth- Cent.	Horth	North- Cent. North East	Algon- quin	ast-	Cent-	South-West
1976	5.1	5.1 7.5 1.7 1.2 2.1 4.3 24.7 4.9	1.7	1.2	2.1	4.3	24.7	4.9
1984	0.9	6.0 17.1 0.3 2.5 0.3 7.9 13.0 4.8	0.3	2.5	0.3	7.9	13.0	4.8

	⊕ —	expenditures) William 40 Mg Of FALM	MILITIM 40 I	Will Of 1 Auth	
	Fuel and Transport.	Food and Enter- Drink tainmen	Food and Enter- Drink tainnent	Hiscell- aneous	Total Aver.\$
1976	48.9	48.3	2.8	. I	\$ 19.70
100%	32 5	7 78	6 6 7 78	23 2 \$134.94	134.94

	TYPE OF			HOLE OF		
	TRIP			THE PAKK		
					One of Stop-	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest.		over
1976	5.8	75.6 18.6	18.6	ı	1	1
1984	000	80.5	10.7	21.3	22.2 56.5	5,95
	+		100+	0	7.77	
	_					

Ontario Border Prov. 51.5 10.7				
51.5 10.7	Other Canada	Border USA	Other USA	Other
	11.3 13.3	13.3	10.5 0.4	0.4
1984 51.9 9.2 11.7	11.7	14.3	10.5 2.2	2.2

### SANDBAR LAKE - CAMPER

	View/ Play- View- Photo Ground Relax points	30.5 28.9 8.9 56.3 13.9	38.6 50.6 12.8 14.0 47.4 8.5 73.5 24.6 39.1 10.3 83.5 33.7	
	Casual Play		24.6	
	Walk/ C Bike Jog F	61.6 5.8 7.4 37.3 5.0 -	73.5	
	Bike	5.0	8,5	
CIPATION	Canoe Hike	37.3	47.4	
A		7.4	14.0	
	Motor- boat	5.8	12.8	
	Swim	61.6	50.6	
	Sun- bathe	1	38.6	
	Pienic	24.4	27.4	
		1976	1984	

		ACTIVITIES	BARTIC	ACTIVITIES PARTICIPATION (CON'T)	ON T)	
	Guided Walks	Displays	Staff Rec.	Staff Present. Fish	Fish	Other
1976	1.9	1.9 6.2 2.7	2.7	2.1	18.4 5.0	5.0
1984	7.2	7.2 13.4 13.7 14.6	3.7		27.6	1

		A	CITATIL	ACTIVITI SPENT NOST TINE AT	T TIFIE A	=				
Relax	Swim	Fish	Walk	Sun- bathe	Hike	Camoe	Sun- Relax Swim Fish Walk bathe Hike Canoe Picnic Play	Casual Play	sual View lay Points Other	Other
1976 29.8	3 17.7	29.8 17.7 8.9 -	i	ı	8.9	2.0	8.9 2.0 0.2 11.0 0.3 21.2	11.0	0.3	21.2
1984 37.2	10.9	10.6	12.0	2.9	6.9	2.9	37.2 10.9 10.6 12.0 2.9 6.9 2.9 6.2 1.5 0.4 8.5	1.5	0.4	8.5

ETERRIGETIVE/ROCKLYKTLOG PROCKALIS ADEÇÜATE	bon't Enow	58.1
EROGENTAL/ROCKUATE PROCESTO ADEQUATE	. 01	3.0
HTTEIGE PROG	Yes	38.9
		1984
		19

_			NEADON	Mental Toll Circles and Modern	NO LANK		•			
Close ien	Conven- ient	Kecomm- ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Visiting General Past Natural Clean/ Beach/ Aquatic Facilities/ Friends Interest Exper. Setting Well Kept Swimming Rec. Rec. Opport.
1976 2.4 34.3	4.3	5.8	6.0	1.3 1.4 7.9 2.5	1.4	7.9	2.5	5.0 2.7	2.7	14.0
1984 3.8 27.2	7.2	7.9	2.3	3.8	5.8	1.5	3.8 5.8 1.5 2.0 4.1 3.2 15.5	4.1	3.2	15.5

(L, 1100)	Other	3.7	5.6	
REASON FOR CHOOSING PARK (COU'T)	Prefer Prov. Park	15.1	5.6	
REASON FOR	Quiet/ Uncrowded	3.0	11.7	
		1976	1984	

	AWARE OF ADS	F ADS	ADS IN CHOICE	ADS INFLUENCE
	Yes	No	Yes	No
4861.	68.5	68.5 31.5	26.9	73.1

	AWARE OF SPECIAL EVENTS	INFLUENCE OF SPECIAL EVENTS	SPECIAL EVENTS TRICOURGE FUTURE VISIT
	Yes No	Yes No	Yes IIo
1984	25.1 74.6	9.8 89.4	64.3 35.7

	VISIT A	VISIT ATTRACTIONS OUTSIDE OF PARK
	YES	NO
1984	26.8	73.2

T.V. madio				
	News-		Lag- Transit	. [
	o paper	- 1	Sheleter	Other
63.5 27.6	.6 35.7	7 35.7	10.5	26.7

### SANDBAR LAKE - CAMPER

· <del>(b)</del>

	Tent	Tent Trailer	Travel Trailer	Truck	Van	Motor
1976	40.0	40.0 25.0 14.9	14.9	12.2 10.1 7.5	10.1	7.5
1984	29.3	29.3 15.0 22.8		11.1 11.7 10.2	11.7	10.2

		SECOND 1	SECOND TIPE OF EQUI	EQUIFFERM COED		
b		Tent	Travel	Truck	N.	Motor
	Tent	Trailer	Traller	Camper	V CLI	nonie
()	L	L		17 6	9 00	
1984	55.9	5,9	0,0	0 ° / T	20.0	0.0

	Clean Washrms Fishiny Staff		2 3.2 0.8 12.2 2.8 0.8 2.1 11.0 5.1 4.1 3.4 2.5	
	Clean Washrus F		4.1	
	Other Showers	1	1.0 5.1	
	Frie- ndly		2.1 1	
	Facil- Wild- ities life	i	0.8	
	Facil- ities	1	2.8	
	Swim/ Beach	1	12.2	
	Water Walk/Canoe/ Swim/ Fac. Hike Sailling Beach	ı	0.8	
ISIT	Walk/ Hike	١	3.2	
YING VIS	Water Fac.	1	0.2	
REASON FOR ENJOYING VI	Matural Setting Clean	I	10.5	
REASON		1	16.1 16.9 7.9 10.5 0.	
	Camp- sites	1	16.9	
	Quiet/ (	ı	16.1	
		1976	1984	

			RECOMMENDED	NDED IMP	OVELENTS							
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec.	More rec. Interp. Programs Progs.	Infor- mation	Noise Control	Sani- tation	Sani- Other tation Facilities	Showers
1976	11.0	11.0 1.2	4.1	4.9	l	4.4 5.2		1	6.7	16.0	18.4	1
1984	8.6	1.4	8.6 1.4 2.3 4.5	4.5	4.1	4.1 4.5 3.2	3.2	1.8	1.8 0.5	9.5	9.5 22.7	11.8

		2	~	14-7	8-14	4-7 8-14 15-21 22+ Average	52+	Average
1976	1976 78.6 10.2 4.9 3.7 2.3	10.2	4.9	3.7	2.3	1	1	1.6
1984	984 61.6 18.2 7.1 10.4 2.1 0.0 0.6 2.1	18.2	7.1	10.4	2.1	0.0	9.0	2.1

	p.L.o.	RECOMMENDED IMPROVEMENTS (CON'T)	IMPROVE	MENTS (CON	1. L)	
Concess- ions	Clean	Clean Camp- Grounds sites	Fees/ Regins	Animal Control	Spray for Insects Other	Other
1.2	0.0	8.7			1	4.2
2.7	ì	11.8	-	0.5	4.1	5.9

### SELKIRK (1984)

### DAY USE

### Users:

- families remained the largest group type at 65%.

- couples had decreased from 24% to 19%, while friends had increased from 9% to 12%.

- the majority of visitors were in the age groups 1-14 (34%) and 25-44 (37%).

- the relative distribution among age groups has remained constant.

### Extent of Use:

- 63% of visitors had used the park before, a slight increase over 1978.

- of these, 72% were visitors last year, compared to only 46% in 1978.

- 84% used the park as a main destination, 12% as one of several destinations and 5% as a stopover.

- the average length of stay was 6.4 hours, the highest figure of all the parks surveyed.

### Activities and Use of Facilities:

- 91% felt that the interpretive and recreation programs were adequate.

- picnicking & relaxing had a participation rate of 89%, followed by sunbathing (72%), swimming (68%), and casual play (53%).

- the activities visitors spent the most time doing included: picnicking (29%), relaxing, swimming, and sunbathing (all with 18%).

- the percentage for picnicking (29%), was twice as high as the average of the other parks surveyed.

### Recommended Improvements:

- a large percentage (25%) of day visitors, recommended that showers be installed.

- other recommended improvements included sanitation (17%), beach/swimming area (17%) and more recreation programs (8%).

- 6% felt the park should be left as is.

### Why Choose Park:

- the highest percentage of day visitors surveyed chose Selkirk because it was close to their residence (35%).

- other reasons included visiting friends/relatives (10%), and the fact that they hadn't been to the park before, i.e. first visit (8%).

- in 1978, 7% chose the park because of the beach/swimming but no one responded this way in 1984.

Expenditures:

- the average total expenditure within 40 kms of the park was \$21.65, well below the average of other parks surveyed in 1984. In fact this was the lowest average given.
- the majority of the expenditure was for food and drink followed by fuel & transportation, as was the case in the 1978 survey.

### Market Area:

the primary day use market was young families.visitors from Ontario accounted for 94% of the users, with 78% originating from the Central Region.

- border provinces and border States each accounted for 3%.

- the majority of visitors (41%), used their permanent residence for accommodation, while 21% stayed at provincial campgrounds and 10% at private campgrounds.

### Marketing and Promotional Information:

- the reasons people chose the park (closeness, visiting friends) are things that should be promoted.

- reasons for enjoyment of park visit included: quiet/ relaxing (19%), natural setting (17%) and the cleanliness (12%).

- 64% of the visitors were aware of park advertising and of these visitors 24% were influenced by the ads in choice of

- there was a high awareness of TV ads (71%), with newspapers (55%), and magazines (45%), following.

- a very small percentage were aware of special events (9%) and of that figure only 13% were influenced by special events.

- 76% indicated special events would encourage them to visit.

- 24% visited other facilities and attractions including local attractions (25%), and picnic sites (25%).

### Park-Specific Topics:

- 88% of the visitors found the publications to be adequate, while those who disagreed did not get one.

- 44% favoured the use of credit cards while 21% did not agree.

	Fanily	Couple	Group	Friends	Single	Other
1978	6.5	23.8	1.1	8.6	0.0 0.0	0.0
1984	65.1	18.6	2.3	18.6 2.3 11.6 2.3 0.0	2.3	0.0

1-14         15-24         25-44         45-64         65+           1978         29.4         20.1         32.6         13.7         4.7           1984         33.7         12.2         36.6         8.7         8.7			AGE	AGE DISTRIBUTION		
29.4 20.1 32.6 13.7 33.7 12.2 36.6 8.7		1-14	15-24	25-44	45-64	+69
33.7 12.2 36.6 8.7	1978	29.4	20.1	32.6	13.7	4.7
	1984	33.7	12.2	36.6	8.7	8.7

	PREVIOUS VISIT	S VISIT	VISIT LAST	LAST	CAMPE	CAMPED IN PARK
	TO PARK		YEAR		LAST YEAK	YEAK
	YES	NO	YES	DN	YES	NO
1978	60.4	39.6	46.0	54.0	11.6	88.4
1984,	62.8	37.2	71.4	28.6	25.0	25.0 75.0

	PREVIOUS TO PARK	PREVIOUS VISIT TO PARK	VISIT LAST YEAR	LAST	CAMPE	CAMPED IN PARK LAST YEAK
	YES	NO	YES	NO	YES	NO
1978	60.4	39.6	46.0	54.0	11.6	88.4
1984,	62.8	37.2	71.4	28.6	25.0	25.0 75.0

THE PARK	Dest		7				0 0				
THE	Main Dest		83.7				Border		(	3.2	
	Other		1			ORIGIN	Other		(	0.3	
	Weekend Vacation Other	1	3				Ontario Border Other Prov. Canada		(	96.0 0.0 0.3 3.2 0	
TRIP	Weekend	1	1				Ontario			96.0	
		1978	1984						0	19/8	
				_	٠,						_
	4	0					South- West	27 9		9.4	
NO	88.	75.					Cent-	63 3	000	78.1	
YES	11.6 88.4	25.0 75.0				E 0	East-	2	7 . 7	6.3	
NO	46.0 54.0	71.4 28.6				ORIGIN BY M.N.K. REGION	Morth- Morth Algon- East- Cent- South-Cent. Morth East quin ern ral West	~		0.0	
	0 5	4 2				BY M.N	Morth East		0	0.0	
YES	46.				E L	ORIGIN	Horth			0.0	
NO	39.6	37.2					Morth- Cent.	14 00 00 03 31 633 27 9	T . T	0.0 0.0 0.0 0.0 6.3 78.1 9.4	

Horth-West

0.0 0.0

1978 1984

	_							-do		_				
\$ 02.4	4.4	8.7		Total Aver.\$	\$3.71	\$26.58			several over	1.6 4.		Other	0.0	0.0
*	6 11	2 20.0	average AI OF PARK	Miscell- aneous	4.3	13.0 \$	40 A.UH		Dest.	7		Other USA	0.3	0.0
7 9	4.1 4	1	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	ıt.	-	8 1	HOLE		เลาท	83.		Border	3.2	3.1
ç	.2 1	6.8.9	KES (% of res) WITH	pun	8.1	2.			Other		ORIGIN	Other	0.3	0.0
77	-	13.3 35	EXPENDITURES expenditures	Food and Drink	55.8	50.8			Vacation	,		Border Prov.	0.0	3.1
0	80	2 17.8		Fuel and Transport.	31.8	33.4	TYPE OF		Veekend			Ontario	0.96	93.8
	0	2		45										
	1978	1984			1978	1984			1078	1984			1978	1984

# Selkirk - Day Visitor.

			4	ACTIVITIES PARTICIPATION		-							
	Pionio	Sun-	S. C. S.	Motor-	Motor- Malk/ Swim boat Canoe Hike Bike Jos	Hike	Bike	Walk/	Casual		View/ Play- View- Photo cround Relax points	Kelax	View-
1978	80.8		77.4	2.0	77.4 2.0 1.4 11.8 2.0	11.8	2.0		1		3.9 16.5 66.5 11.2	66.5	11.2
1 984	89.4	72.3	68.1	8.5	2.1	21.3	10.6	68.1	72.3 68.1 8.5 2.1 21.3 10.6 68.1 53.2 14.9 31.9 89.4 23.4	14.9	31.9	89.4	23.4

		ACTIVITIES PARTICIPATION (CON'T)	PARTIC	PATION (	CON'T)	
	Guided Walks	Displays	Staff Rec.	Staff Present. Fish Other	Fish	Other
1978	2.1	3.3	0.4	2.5	4.3	ı
1984	8.5	10.6 0.0	0.0	6.4	6.4 10.6 8.5	8.5

			A	CTIVITY :	ACTIVITY SPENT MOST TIME AT	P TIME AS					
					-ung				Casual	View	
	Relax	Swim	Fish	Walk	Relax Swim Fish Walk bathe Hike Canoe	Hike	Canoe		Picnic Play	Points	Other
1978	30.2	30.2 38.11.0 0.0	1.0		\$		0.5	1,7 0,5 15,0 7,3		0.5 5.8	5.8
1984	18.4	18.4	0.0	0.0	18.4	0.0	0.0	18.4 18.4 0.0 0.0 18.4 0.0 0.0 28.9 7.9 0.0 7.9	7.9	0.0	7.9

/кескеаттоя ареспате	Don't Know	0.0 8.9
IRTERPRETIVE/RECREATION PROGRAMS ADEQUATE	Yes No	91.1 0.
		1984

## Selkirk - Day Visitor

	te rd Other	1	10.3 20.7	
	Private Private Cottage Campgrd	1	10,	
		1	0.0	
	Cabin/ Cottage	1	0.0	
WHILE AT PARK	Friend/ Resort/ Relative Lodge	1	0.0	
ACCUINODA		1	0.0 6.9	
	Hotel/ Motel	1	0.0	
	Perm. Prov. Hotel/ Kesid. Campgrd. Motel	1	41.4 20.7	
	Perm. Kesid.	1	41.4	
		1978	1984	

			KEASC	HEASON FOR ENJOYING		VISIT									
	Quiet/ Relax	Camp- sites	Matural Setting Clean	Clean	Water Fac.	Walk/ Hike	Walk/ Canoe/ Swim/ Hike Sailing Beach	Swim/ Beach	Facil- ities	Wild- life	Frie- ndly	Wild- Frie- life ndly Other Picnic	Uncrow- ded	Good	Clean
1978	24.1	ı	18.8 6.0 1.3	0.9	1.3	1.3	1	18.2 3.7	3.7	-	1.3	1.3 15.6 9.7	1	1	•
1984		0.0	19.3 0.0 17.5 12.3 0.0	12.3	0.0	0.0	0.0	15.8	0.0	0.0	1.8	0.0 0.0 15.8 0.0 0.0 1.8 29.8 10.5 3.5	3.5	0.0 3.5	3.5

Leave         Picnic         Beach/Swin         Boat         Hore rec.Interp.         Infor-In			RECOLUIE	RECOUNENDED LIPPER	OVELLE							
5.7     3.4     29.8     3.0     0.5     9.8     0.5     0.5     0.5     20.8       5.6     5.6     16.7     2.8     0.0     8.3     0.0     0.0     0.0     16.7	Leavi			Boat Fac.	"rails	Nore rec Programs	. Interp. Procs.	Infor- mation	hoise Control	Sani- tation	Other Facilities	Showers
5.6 5.6 16.7 2.8 0.0 8.3 0.0 0.0 0.0 16.7	1978 5.7		29.8	3.0	0.5	9.8	0.5	0.5	0.5	20.8	3.5	ı
	1984 5.6	5.6	16.7	2.8	0.0	8.3	0.0	0.0		16.7		25.0

	3-4	4-5	5-c 6+	6+ Aver.
1978 1.2 10.6 10.5 14.6 17.3 12.1 33.0	5 14,6	17.3	12.1	33.0 -
1984 11.9 0.0 0.0 2.4 9.5 16.7 71.4 6.4	0 2.4	9.5	16.7	71.46.4

Couven- Rec	en		iting ends	General Interest	Past Exper.	Natural Setting	Visiting General Past Natural Clean/ Friends Interest Exper. Setting Well Kept		Aquatic Rec.	Beach/ Aquatic Facilities/ Swimming Rec. Rec. Opport.
1978 28.5 5.7	7 4.1	4	4.7	8.5	6.1	8.5 6.1 9.0 7.0	7.0		0.0	4.7
1984 35.0 5.0	0 5.0	) 10	10.0	7.5	5.0	7.5 5.0 5.0 5.0	5.0	0.0	-	0.0

REASO	REASON FOR CHOOSING PARK (CON'T)	RK (CON'T)
Quiet/ Uncrowded		Prefer Prov. Park Other
9.9		7.9
2,5	1	20.0

면 국		0
ADS INFLUENCE	No	76.0
ADS 1 CHOICE	Yes	24.0
ADS	No	5.6
AWARE OF ADS	Yes N	64.4 35.6
		1984

	AWARE OF SPECIAL EVENTS	IMFLUENCE OF SPECIAL EVENTS	SPECIAL EVENTS LEICODIAGE FUTURE VISIT
	Yes No	Yes No	Yes No
1984	9.1 90.9	18.2 81.8	75.9 24.1

TIONS ARK		2	
VISIT ATTRACTIONS OUTSIDE OF PARK		3 76.2	
VISIT	YLS	23.8	
		1984	

		TYPE OF I	ADVERFISING	KG AWARE	- TO	
			News-	Fag-	Transit	
	'I. V.	hadio	paper	azine	Sheleter	(ct).er
	70.8	37.5	62.5	45.8	4.2	8.7
143771						

### SELKIRK (1984)

### CAMPER

### Users:

- party type had not changed significantly since 1978.
- families represented the largest proportion (46%), followed by couples (39%).
- there had been a slight decrease in those aged 1-14 to 20%, and those aged 15-24 to 14%, while the 25-64 year-olds had increased.
- average party size in 1984 was 2.8 persons.

### Extent of Use:

- 56% of campers were previous visitors to the park, which was an increase of 11% since 1978.
- most of those (86%) previous visitors, had been in the park the previous year, all of those had camped (an increase from 30% in 1978).
- as in 1978, 46% were on vacation, and 54% were on weekend trips.
- 59% used the park as a main destination, 16% as one of several destinations and 24% as a stopover.
- the average length of stay increased to 4.8 nights from 2.5 in 1978.

### Activities and Use of Facilities:

- 29% of visitors felt that interpretive/recreation programs were adequate.
- participation in casual play (55%), viewing/photographing plants and animals (29%), playground (29%), viewpoints (37%), guided walks (13%), staff recreation (13%), staff presentations (13%), and fishing (24%) all increased since 1978.
- as well as the above activities, picnicking, sunbathing, swimming, hiking, walking/jogging, and relaxing had participation rates above 30%.
- relaxing and swimming were the activities that campers spent the most time doing.

### Camping Equipment Used:

- use of travel trailers as a first piece of equipment was 34% while tents were used by 26%.

### Recommended Improvements:

- 37% of those surveyed recommended improvements in the area of showers (installation of showers).
- sanitation improvements were recommended by 14%.
- improvements to other facilities ranked third at 12% followed by more recreational programs at 11%.

### Why Choose Park:

- the main reason campers chose Selkirk was the fact it was close to residence (28%).
- other reasons people chose the park were convenience, past experience, natural setting, and quiet, remote, and uncrowded atmosphere, all with 9%.

### Expenditures:

- within 40 kms of the park, the average of total expenditures was \$88.72 which was quite a bit lower than the provincial average.
- the majority of expenditure was for food & drink followed by fuel and transportation.

### Market Area:

- the target area remained young families followed by couples.
- Central Ontario accounted for 62% of the campers, followed by the Southwestern Region with 17%.
- a total of 86% of the visitors were from Ontario, 10% were from border States, and 3% were from other U.S.A.

### Market Promotional Information:

- Selkirk was used by 59% as a main destination park.
- 24% used the park as a stopover.
- 54% of the campers were on a weekend-type trip.
- the quiet and relaxing atmosphere was the reason 32%
- enjoyed their stay.
   other reasons included campsites (12%), cleanliness (10%), and the friendly atmosphere (9%).
- 84% of the campers were aware of advertising and of that percentage, 12% were influenced by the ads in their choice of park.
- 75% were aware of TV ads, 53% were aware of ads in newpapers and magazines, and 28% were aware of radio ads.
- 28% of the campers were aware of special events.
- of those who were aware of special events, 22% said they were influenced to visit by the events. This is the highest percentage of all parks surveyed.
- 25% of visitors to the parks also visited other facilities and attractions in the area including a town (60%).

### Park-Specific Topics:

- 84% of visitors felt publications were adequate; all those disagreeing did not get one.
- 34% favoured use of credit cards, 37% did not and 29% had no opinion.
- 87% of visitors agreed with noise control and 66% found it effective.

Fanily	Couple	Group	Priends	Single Other	Other
1978 46.2	39.9	2,7	8.6	2.7	0.0
1984 46.2	38,5	0.0	7.7	5.1	2.6

1-14 15-24 25-44 21.8 18.0 23.8			
21.8 18.0 23.8		19-611	65+
		3 22.1	14.3
	3.9 25.7	7 29.7	10.9

	PREVIOUS VISIT TO PARK	SVISIT	VISIT LAST YEAR	LAST	CAMPED LAST YE	CAIPED IN PARK LAST YEAK
	YES	NO	YES	NO	YES	NO
1978	44.7	55.3	34.6	65.4	29.5	70.5
1984	56.4 43.6	43.6	4 • 98	13.6	100.0 0.0	0.0

			ONICIE	DI FICH	Onitain by hearing medical			
	West (	Morth- Cent.	Horth	Horth	Horth-Horth Algon-East-Cent-South-Cent. Horth East quin ern ral West	East-	Cent-	South- West
1978	0.0	0.0	0.3	0.0	0.0 0.0 0.3 0.0 1.0 3.5 55.5 20.4	3,5	55.5	20.4
1984	0.0	0.0	3.4	0.0	0.0 0.0 3.4 0.0 0.0 3.4 62.1 17.2	3.4	62.1	17.2

				PAR	PAK'Y SIZĘ	4			
	1	2	2	7	2	9	7	÷	Aver.
1978	3.4	3.4 44.6 14.5 18.6 9.1 5.1 1.4 3.4 3.2	14.5	18.6	9.1	5.1	1.4	3.4	3.2
1984	5.4	5,4 48.6 13.5 24.3 5.4 2.7 0.0 0.0 2.8	13.5	24.3	5.4	2.7	0.0	0.0	2.8

	EX	PENDITURES penditures)	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	average M OF PARK	
	Fuel and Transport.	Food and Enter- Drink tainment	Enter- tainment	Miscell- aneous A	Total Aver.\$
1978	22.4	54.0 9.0	0.6	14.6	14.6 \$18.38
1984	28.9	40.0 10.0	10.0	21.1	21.1 \$105.45

	TYPE OF			ROLE OF THE PAKK		
					One of	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest.	Several over	over
1978	48.7	48.7 46.3 5.0	5.0	59.4	17.8	22.8
1984	53.8	53.8 46.2	0.0	59.5	16.2 24.3	24.3

		0	ORIGIN			
	Untario	Border Prov.	Other Canada	Border USA	Other	Other
1978	80.7	1.3 1.3 8.5 6.0 1.0	1.3	8.5	0.9	1.0
1984	86.1	0.0	0.0	0.0 0.0 10.3 3.4 0.0	3.4	0.0

### SELKIRK - CAMPER

			· ·	CTIVITI	ACTIVITIES PARTICIPATION	IPATION							
	Picnic	Sun- bathe	Swim	Motor- boat	Canoe	Walk/ Hike Bike Jog	Bike	Walk/ Jog	Casual Play	View/ Photo	Play- ground	Келах	View- points
1978	27.6	-	-	3.3	57.4 3.3 4.0 49.3 11.0 -	49.3	11.0		44.5	9.2	44.5 9.2 17.6 86.4 26.8	86.4	26.8
1984	31.6	68.4	57.9	10.5	5.3	36.8	10.5	92.1	55,3	28.9	68.4 57.9 10.5 5.3 36.8 10.5 92.1 55.3 28.9 28.9 94.9 36.8	6.46	36.8

		ACTIVITIES PARTICIPATION (CON'T)	PARTIC	IPATION (C	ON'T)	
	Guided	Displays	Staff Kec.	Staff Present.		Fish Other
1978	1.5	1.5 5.5	0.7	1.5 11.0 11.4	11.0	11.4
1984	13.2	13.2 5.4 13.2	13.2	13.2	23.7	ı
		•				

			A	ACTIVITY SPERT HOST TIME AT	SPERT MOS	T TIME A	=+				
	Relax	Swim	Fish	Walk	Sun- bathe	Hike	Canoe	Sun- Relax Swim Fish Walk bathe Hike Canoe Picnic Play	Casual Play	1 View Points C	Other
1978	52.2	52.2 15.2 2.2	2.2	ı	1		6.7 0.4		0.9 8.0	0.4 2.2	2.2
1984	40.5	16.2	0.0	10.8	8.1	2.7	0.0	40.5 16.2 0.0 10.8 8.1 2.7 0.0 2.7 2.7	2.7	0.0 16.2	16.2

### SELKIRK - CAMPER

			TIFE OF EQUIFMENT OBED	TEMENT ODE			
		Tent	Travel	Truck		Motor	
	Tent	Trailer	Trailer	Camper	Van	Horne	_
1978	30.5	30.5 21.1	31.6	9.1		10.1 7.0	
1984	26.3 23.7	23.7	34.2	0.0	1	15.8	

		rent	Travel	Truck		Motor
Tent		Trailer	Trailer	Camper	Van	Ноте
				17, 3	0.0 986	9
1984   42	42.9	14.3	0.0	14.0	1	•

	Fishiny Staff	0.0	0.7.0.0		
	Clean	1.6	0.0		
	Other Showers	13.5 -	176 00	0.0 0.0 7.0 0.0 1.8 8.8 1/.0 0.0	
	Frie- ndly	1	0	α.α	
	Wild- life	ι		. T	
	Facil- ities	40.1 3.8		0.0	
	Swim/ Beach	40.1		7.0	
-	Walk/ Canoe/ Swim/ Hike Sailing Beach	1.6 -		0.0	
	Walk/ Hike	1.6		0.0	
NG VISI	Water Fac.	1		0.0	
REASON FOR ENJOYING VISIT	Clean	11.6	2011	10.5	
REASON F	Natural Settin <i>u</i> Clean	10 7 13 0 11 6	17.0	31.6 12.3 3.5 10.5 0.0	
	Camp-	10.7	10.1	12.3	
	Quiet/	4000	78.5	31.6	
			19/8	1984	

			RECOMMENDED									
	Leave	Picnic	Beach/ Swim	Boat	Trails	More rec. Interp. Programs Progs.	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities	Showers
1070 5 3	7 3		11.3	1.5	2.5	α	6 8 1.5	2.3	1.8	27.7	0.0	ı
1970			7. 7	1 –	0.0		3.1	0		0.0 14.1	12.5 37.5	37.5
1984	0.0	1984 0.0 0.0 4.7	1.	4	)							

	_	N	.~	1,-4	8-14	4-7 8-14 15-21 22+	+00	Average
1978	32.1	28.3	3 21.7	1978 32.1 28.3 21.7 13.8 4.1	4.1	ı	i	2.5
1984	25.6	12.8	3 28.2	20.5	7.7	1984 25.6 12.8 28.2 20.5 7.7 0.0 5.1	5.1	4.8

Concess- Clean	us ds	Clean Camp- Grounds sites	Fees/ Regins	Animal Control.,	Spray for Insects	Other
0.5 4.8		5.3	ı	î	1	18.6
1 6 -		7.6	1	0.0	0.0	4.7

				REASON	REASON FOR CHOOSING PARK	NG PAKK					
	Close	Close ient	Recomm- ended	Visiting Friends	General Interest	Past Exper.	Natura! Setting	Clean/ Well Kept	**Beach/ Swimming	Aquatic Rec.	Visiting General Past Natural Clean/ *Beach/ Aquatic Facilities/ Friends Interest Exper. Setting Well Kept Swimming Rec. Rec. Opport.
8/61	17.7 13.9	13.9	5.7	1.4	1.4 5.7 4.8 8.9	4.8	8.9	. 6.2	2.2 4.8 1.9	4.8	1.9
7861	27.9 9.3	9.3	4.7	0.0 4.7 9.3 9.3	4.7	9.3	9.3	4.7	4.7 2.3 7.0	2.3	7.0

	REASON FOR	REASON FOR CHOOSING PARK (CON'T)	(L, NOO)
	Quiet/ Uncrowded	Prefer Prov. Park Other	Other
1978	7.2	3.8	15.8
1984	9.3	0.0	7.0

AWARE OF ADS         ADS INFLU           CHOICE OF YES         Yes           83.8         16.2         12.5         8	ADS INFL CHOICE OF Yes 12.5	EIICE PAKK	P,O	87.5
AWARE OF ADS Yes No 83.8 16.2		ADS INFLUENCE CHOICE OF PARK		
AWARE O		F ADS	No	16.2
1 1 h	45	AWARE O	Yes	83.8

P SPECIAL EVENUE ITS ENCOURAGE FUTURE VISIT	Yes Ito	.8 64.0 36.0
INFLUENCE OF SPECIAL EVENTS	Yes No	22.2 77.8
AVARE OF SPECIAL EVENTS	Yes No	28.2 71.8
		1984

OUTS	RSIDE	OUTSIBE OF PARK
YES	- 53	NO
1984 25.	25.0	75.0

		LYPE OF /	1	DVERTISING AWARE	Oŀ.	
			News-	P.a.6-	hag- Transit	
	T.V.	Radio	рарег	azine	Sheleter	Other
	75.0	75.0 28.1	53.1 53.1	53.1	6.3	21.9
1964	0	1				

### SIBBALD POINT (1984)

### DAY USE

### Users:

- families decreased 8% from 1974 to 1979 and then increased 13% until 1984.
- couples remained stable between 1974 and 1979 (at 22%) but fell to 15% in 1984.
- groups of friends increased steadily from 16% in 1974 to 21% in 1984.
- the 25-44 age group represented 36% of day visitors in 1984, which is a slight increase over 1974.
- those 45-64 decreased from 23% since 1974 (to 11%).
- those 15-24 decreased 24% in 1974 to 21% in 1984.
- average party size was 5.2 persons.

### Extent of Use:

- 7% were previous visitors to the park, 78% of these visited the previous year and 16% were campers.
- 88% of the visitors used the park as a main destination, as compared to the average for the parks surveyed of 69%. - average length of stay was 6.3 hours. 67% of the visitors
- stayed more than 6 hours compared to only 37% in 1974.
- the return rate was 5% higher than the average for the parks surveyed.

### Activities and Use of Facilities:

- -- 37% felt interpretive and recreation programs were adequate.
- participation in picnicking (83%), swimming (92%), playground (29%), and relaxing (81%), had each increased significantly since 1979.
- the above activities and sunbathing had participation rates above 30% in 1984.
- activities day visitors spent the most time doing were: swimming (34%), picnicking (17%), relaxing (17%), and sunbathing (15%).

### Recommended Improvements:

- 19% recommended sanitation, (an increase of 156% since 1974), and 8% more recreational programs, (an increase of 105% since 1979).
- other recommended improvements were beach/swimming (13%), picnic area (8%) and showers (17%).

### Why Choose Park:

- closeness was an important factor, (41%), as was facilities, and recreation opportunties (10%). The beach also proved significant (8%).

### Expenditures:

- the average day visitor spent \$60.48 which was substantially lower than the average for those parks surveyed. The majority (40.7% and 38.1%) was spent on food and transportation respectively.

### Market Area:

- the primary market was young families, but groups of friends also dominated.
- compared to the average, there were more 15-24 year olds and fewer visitors over the age of 45.
- 95% of the visitors were from the Central Region of Ontario.
- the local market was important because 29% were staying at their permanent residence, with 13% at a friends or relatives.

### Marketing and Promotional Information:

- provincial campgrounds (29%), hotels (6%), and private campgrounds (5%), were used as accommodation while visiting the park.
- 66% were aware of park advertising and 15% were influenced by the advertisements.
- only 8% were aware of special events and only 9% were influenced by them.
- 68% indicated that they would be encouraged by special events to visit in the future.
- 89% used the park as a main destination.
- 29% indicated they stayed at their permanent residence while using the park.
- 19% of the visitors also visited facilities and attractions outside of the park. Those mentioned most often included washrooms (19%) and restaurants, stores and beach all having a 7% response.

			,	
	Other	0.2	2.2	1:1
	Single	1.4	2.4	0.9
Rry	Friends	15.6	17.1	20.6
TYPE OF PARITY	Group	0.7	3.0	1.3
	Couple	21.7	21.1	14.6
	Family	29.0	54.2	61.5
		1974	1979	1984

		AGE	AGE DISTRIBUTION		
	1-14	15-24	25-44	45-64	65+
1974	27.4	24.3	32.9	13.4	2.0
1979	28.9	22.8	30.5	14.9	2.9
1984	28.2	21.5	35.9	11.5	2.9

	PREVIOU TO PARK	PREVIOUS VISIT TO PARK	VISIT YEAR	VISIT LAST YEAR	CAMPE	CAMPED IN PARK LAST YEAR
	YES	NO	YES	110	YES	NO
1974	73.6	26.4	l	ı	ı	ı
1979	77.2	22.8 60.7	60.7	39.3 13.7	13.7	86.3
1984	78.6	78.6 21.4 77.9	77.9	22.1 16.5	16.5	83.5

	Horth- West	Morth- Cent.	Horth	Horth East	Morth- Morth Algon-Fust-Cent-South- Cent. Morth East quin ern ral West	Fast-	Cent- ral	South- West
1974	0.0	0.0	0.0	0.2	0.0 0.0 0.2 0.1 0.0 93.8 0.4	0.0	93.8	0.4
1979	0.0 0.0 0.4 0.0 1.0 0.6 96.1 1.2	0.0	0.4	0.0	1.0	9.0	96.1	1.2
1984	0.0 0.0 0.0 0.0 1.0 0.5 94.8 0.5	0.0	0.0	0.0	1.0	0.5	94.8	0.5

				PA	PARTY SIZE	37			
	-1	5	m	7	2	9	7	÷	Aver.
1974	1	1	1	,	1	ı		1	1
1979	3.0	3.0 25.4 13.1 19.3 14.2 8.3 3.6 13.1	13.1	19.3	14.2	8.3	3.6	1	6.3
1984	0.7	0.7 18.3 13.3 25	13,3	25.5	.5 14.8 11.3 4.8 11.3	11.3	4.8		5.2

		EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	(% of total	L average KM OF PARK	
	Fuel and Transport.	Food and Enter- Drink tainner	Enter- tainment	Hiscell- aneous	- Total Aver.\$
1974		ł	1	ı	
1979	21.9	42.5 17.0	17.0	18.6 \$ 10.47	\$ 10.47
1984	38.1	40.7 8.6	8.6	12.5 \$60.48	\$60.48

	TYPE OF			ROLE OF		
	THIP			THE PARK		
					One of	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest. Several over	Several	over
1974	-	ŝ	-	-	ı	ı
1979	1	1	1	Ē	ě	1
1984	-	-	ı	87.6 10.2 2.2	10.2 2	2.2

		0	ORIGIN			
	Untario	Border Prov.	Other Canada	Border USA	Other	Other
1974	94.5 0.0	0.0	1	0.4	1	1.1
1979	99,3 0,2	0.2	0.0	8	0.2 0.0	0.0
1984	96.8 0.3	0.3	1.3 0.3	0.3	0.3	1.0

				REASON	REASON FOR CHOOSING PARK	NG PAIKE					
	Close	Conven- ient	Recommended		General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Visiting General Past Natural Clean/ Beach/ Aquatic Facilities/ Friends Interest Exper. Setting Well Kept Swimming Rec. Rec. Opport.
1974	46.4	2.5	5.4	0.0	1	1	1	1		•	
1979	35.4	35.4 4.6	4.1	1.9	3.5	4.9	11.3	3.5 4.9 11.3 7.2 9.4 2.9 6.1	9.4	2.9	6.1
1984	40.9 1.3	1.3	5.2	3.1	2.9	7.4	5.4	2.9 7.4 5.4 3.8	8.1	1	10.1

	REASON FOR	REASON FOR CHOOSING PARK (CON'T)	K (CON T)
	Quiet/	Prefer	
	Uncrowded	Prov. Park	c Other
1974	1	1	1
1979	2.4	ı	6.4
1984	3.1	1	8.5

	AVAKE OF SPECIAL	AVAKE OF SPECIAL EVENTS	SPECIA	INFLUENCE OF SPECIAL EVENTS	SPECIA LINCOUR VISIT	RECIAL EVENTE NICOUMACE FUTURE ISIT
	Yes	IIo	Yes	No	Yes	ľio
1984	8.1	8.1 91.9	9.3	90.7	68.2	31.8

	VISIT ATTRACTIOUS OUTSIDE OF PARK	KACTIOES F PARK
	YES	MO
1984	18.8	81.2

		TYPE OF	NO.	ERTISIEG AWARE		
			News-	La <sub>G</sub> -	Transit	
	'l' . V .	hadio	paper	azine	Sheleter	Cther
	7	0 00	101 101	N 70	10 1	11 A
1024	4/.8	0.02 8.14	0.02	+. /7	TOT	

# SIBBALD POINT - DAY VISITOR

				ACCOLLODATION USED WHILE AT PARK	PAHK				
	Perm. Kesid.	Prov. Campgrd.	Hotel/ Motel	Friend/ PRelative 1	Resort/ Lodge	Cabin/ Cottage	Private Private Cottage Cam <sub>ed</sub> rd Other	Private Campgrd	Other
1974	ţ	ı	ı	ı	a	ı	1	1	1
1979	1	1	1	ı	ı	ı	1	1	,
1984	29.1	28.7	5.9	29.1 28.7 5.9 13.4 0.8	0.8	1.6		3.1 5.1 12.2	12.2

	Clean	1	1	9.7
	Good Weather	ı	7.4	9.0
	Uncrow- ded	,	4.3	0.4
	Picnic	ı		7.6
	Other Picnic	ı	2.6 12.8 4.0	29.5 7.6
	Frie- ndly	1	2.6	0.4 2.3
	Wild- life	1	ı	0.4
	Facil- ities	1	4.4	1.2
	Walk/ Canoe/ Swim/ Hike Sailing Beach	1	19.4 4.4	34.0
	Canoe/ Sailing	ı	ı	
TISI	Walk/ Hike	'	1.7	0.2 2.1
	Water Fac.	1	3.8	4.3
REASON FOR ENJOYING V	Clean	ı	16.2 7.9 3.8	4.5
KEAS(	Natural Setting	ı	16.2	6.4 2.9 4.7 4.5 4.3
	Camp- sites	1	ă.	2.9
-	Quiet/ Relax	ī	15.5	6.4
		1974	1979	1984

		RECOLME	NDED 1:1PK	OVELLENTS							
1 4	Picnic Area	Beach/ Swin	Boat Fac.	Trails	More rec. Interp. Programs Progs.	nterp. rogs.	Infor- mation	Moise Control	Sani- tation	Other Facilities Showers	Showers
	1.6 17.3	17.3	5.5	0.5	1	1	5,1	1	10.4	20.1	1
	15.8 6.6	20.1	t	1.3	4.0		4.0	- 1	2.0 7.3 9.6	9.6	1
	4.7 7.6 13.4	13.4	1.6	1.6 0.8	8.2 2.6	9.	0.5		18.7	3.4 18.7 4.2 16.6	16.6

			LENC	LENGTH OF STAY (HOURS,	AI (HOUN	co.		
	0-1	1-2	2-3	2-3 $5-4$ $4-5$ $5-6$ $6+$	4-5	5-6	+9	Aver.
1974	1	ı	1	t	ı	'	1	6.3
1979	0.9	2.8	11.1	0.9 2.8 11.1 14.4 16.8 16.5 37.3	16.8	16.5	37.3	1
1984	5.2	1.6	2.0	1.6 2.0 4.3 10.6 14.7 66.7 6.3	10.6	14.7	66.7	6.3

		KECOMMENDED	RECOMPENDED INPROVERENTS (CON'T)	(CON'T)		
Concess- ions	Clean	Camp- sites	Fees/ Regins	Animal	Spray for Insects	Other
2.5	1	ı	1			a a
3.6	1	2.3	0.9	5.0		12.6
2.4	3.9	3.9 2.6	3.7		1	5.0

# SIBBALD POINT - DAY VISITOR

				ACTIVITIES PARTICIPATION	S PARTI	CIPATION							J
		-ung		Motor-		() () () () () () () () () () () () () (	5 3	Walk/	Casual	View/	Play-	ام <sup>ا</sup> اما	View-
	Fichic	กลเกล	DATE	1 500	- 1	TITUE	DALK	900		-1	4	ш	1
1974	1	1	1	1	ı	1	1	,	1	1	1	=1	ı
1979	62.2	,	67.7	7.8	6.8	10.2	2.6	11.1	67.7 7.8 6.8 10.2 2.6 11.1 41.6 5.0 14.9 54.8 13.5	5.0	14.9	54.8	13.5
1984	83.5	71.0	91.6	5.7	5.7	9.8	4.2	54.3	71.0 91.6 5.7 5.7 8.6 4.2 54.3 60.2 13.8 28.9 80.6 16.9	13.8	28.9	9.08	16.9

		ACTIVITIES PARTICIPATION (CON'T)	PARTICI	PATION (	CON'T)	
	Guided		Staff	Staff		
	Walks	Displays	Rec.	Present. Fish Other	Fish	Other
1974	1	£		1	1	1
1979	1.4	9.4	1.2	1.2	8.0 24.4	24.4
1984	9.9	6.6 9.5	2.2	1.5 11.9 9.0	11,9	0.6

Swim Fish Walk bathe						
Fish Walk	-:			Casual	View	
The second secon	he Hike	Canoe	Picnic	Play	Points	Other
1	- 1.5 (	0.0	8.6	8.6 5.9	0.2 12.4	12.4
26.7 32.4 2.7 1.2 -	2.9	2.9 3.4 7.8 8,6 0.2 13.7	7.8	9,8	0.2	13.7
33.7 1.5 2.2 14.9	0.0 6	1.0 1	8.9	4.9	0.0	8.5
33.7 1.5 2.2 14.9	0.0		1.0 1	1.0 16.8	1.0 16.8 4.9	16.6 33.7 1.5 2.2 14.9 0.0 1.0 16.8 4.9 0.0 8.5

INTERPRETIVE/RECHEATTOR PROGRAMS ADEQUATE	bon't Know	7.2 57.5
ERPRETIVE/RECHEAT PROGRAMS ADEQUATE	0	7.2
IUTERP	Yes	35.3
		1984

### SIBBALD POINT (1984)

### CAMPER

### Users:

- in 1984, families were in a slightly greater proportion than in 1975, but represented a decrease from 1979.
- couples had increased steadily to 28% from 25% in 1975.
- groups of friends represented 23% of all parties in 1975, 12% in 1979 and 16% in 1984.
  - the 25-44 age group had increased 24% since 1975 to 37% of
- the total visitors.
- those 15-24 decreased 40% to 24% in 1984.
- those 45-64 increased 127% from 1975 to 1979 and had remained stable.

### Extent of Use:

- 73% were previous visitors to the park which was a 7% increase over 1979.
- of that 73% who had visited before, 72% visited the previous year, the majority of those were campers.
- weekend trips had decreased since 1975.
- vacation trips had increased from 1975 to 1979 by 138% and now have decreased to 38% of total visitors.
- 80% used the park as a main destination which was similar to other years.
- for 17%, the park was one of several destinations, an increase from 1975, and only 2% used the park as a stopover.
- the return rate was 73% for Sibbald Point, compared to the average of 49% for the other parks surveyed.

### Activities and Use of Facilities:

- over 1/3 of all respondents felt that the interpretation and recreation programs were adequate.
- participation in swimming (93%), biking (19%), relaxing (96%), viewpoints (42%), displays (38%), and fishing had
- increased since 1975.
   as well as the above activities, picnicking, sunbathing, hiking, walking, and viewing and photographing plants and animals each had participation rates above 30% in 1984.
- relaxing (29%), swimming (26%), and sunbathing (14%), were activities campers spent the most time doing.

### Camping Equipment Used:

- 56% used tents as a first piece of equipment (a 27% increase since 1979). The tent trailer and van were also commonly used. The use of travel trailers had decreased 45% from 1979 to 1984.

Recommended Improvements:

- 32% recommended improvements to the showers in 1984 (a 106% increase from 1979).
- 19% mentioned sanitation (a 31% increase from 1979).
- 9% mentioned more recreation programs (an increase of 123% from 1979).

### Why Choose Park:

- approximately (46%) of the respondents chose closeness as being a consideration.
- facilities and recreation activities was also a consideration with 11% responding.

### Expenditures:

- the average total expenditure was \$143.44. This was slightly above the average for those parks surveyed.
- over 47% of this total was spent on food and beverages while fuel and transportation accounted for 21%.

### Market Area:

- the target market remained young families, most of which represented previous visitors.
- Central Region accounted for 83% of campers.
- a total of 91% were from Ontario with 5% from the U.S.A., with increases occurring in American visitors.
- 46% of respondents chose the park because it was close, compared to the average of 10%, meaning the local market is important.

### Marketing and Promotional Information:

- 73% were aware of park advertising and 16% were influenced by the advertisements in their choice of park.
- 50% were aware of television advertisements, 31% of newspaper and magazines, and 24% of radio.
- 49% indicated that they would be encouraged by special events to visit the park in the future.
- 34% of respondents were aware of special events.
- 10% were influenced by the events to visit the park.
- over 50% of the campers visited attractions and facilities outside of the park. Those mentioned most often included: stores/restaurants (29%), town (10%) and theatre (8%).

# SIBBALD POINT - CAMPER

			TYPE OF EQUIPMENT USED	IPMENT USE	2	
	Tent	Tent Trailer	Travel	Truck Camper	Van	Motor Home,
1975	ı	-	l	ı	1	ı
1979	44.2	1979 44.2 28.8 14.6	14.6	4.9 4.9 2.0	4.9	2.0
1984	1984 56.1 23.5	23.5	8.1	3.2 5.0 4.1	5.0	4.1

		DECOMP INTE OF				
		Tent	Travel	Truck		Motor
	Tent	Trailer	Trailer	Camper	van	nome
1984	66.7 4.2	4.2	0.0	6.3	22.9 0.0	0.0

			T 100 100	TO TO TO	TAME ALTONO											
			HEASON	OR ENJOY	REASON FOR EMJOYING VISIT											
	Quiet/ Relax	Camp- sites	Matural Setting Clean	Clean	Water Fac.	Walk/ C. Hike Sa	Walk/ Canoe/ Hike Sailing	Swin/ Beach	Facil- ities	Wild- life	Frie- ndly	Other Showers		Clean Washrms F	Fishing Staff	Staff
1975	1	1			1	ı	1	T	I	ı	ı			1		1
1979	15.4	13.3	1979 15.4 13.3 15.1 6.6 2.	9.9	2.4	4 2.4	1	14.5 3.0	3.0	ı	3.9	3.9 15.2 3.0 1.2	3.0	1.2	I	- 6.3
1984	15.6	20.0	1984 15.6 20.0 3.8 3.5 2.	3.5	2.9	1.5	1.2	22.7	6.0	0.3	1.2	9 1.5 1.2 22.7 0.9 0.3 1.2 22.0 0.9	6.0	0.6 0.6 2.4	9.0	2.4

			RECOMME	NDED IMPR	ROVEMENTS							
	Leave	Picnic	Beach/			More rec.	Interp.	Infor-	Noise	Sani-	Other	
	as is	Area	Swim	Fac.	Trails	Programs	Progs.	mation	Control	tation	Facilities	Showers
1975	7	0 0	2.6	2.6	0.4	4.8	0.0	1,3	19.8	33.0	14.5	1
1979	1979 5.9	0.5	3.4	0.5	0.5	3.9	1.5	2.0	10.8	14.7	9.3	15.7
1984	1.984 1.9	1.6	4.3 0.3	0.3	1.6	8.7	5.3	1.6	4.7	19.3	5.3	32.3

			77	NCTH OF	LENGTH OF STAY (NICHTS)	CHTS)		
		73	7	717	$\{5-1^{\frac{1}{4}}\}$	4-7 8-14 15-21 22+	+67	Average
1975	35.0	47.1	10.1	1975 35.0 47.1 10.1 6.3 1.5	1,5	1	1	1
1979	16.8	27.9	18.3	1979 16.8 27.9 18.3 23.4 13.7	13.7	1	ı	6.4
1984	10.3	39.4	18.3	20.7	8.5	1984 10.3 39.4 18.3 20.7 8.5 2.3 0.5 3.9	0.5	3.9

	RE	RECOMMENDED IMPROVEMENTS (CON'T)	IMPROVE	MENTS (CO	(L,N	
Concess- ions	Clean	Camp-	Fees/ Regins	Animal Control	Spray for Insects	Other
1.3	2.2 3.1		i	I	ı	4.8
3.9		2.9 2.0	2.0	7.4	ı	15.2
0.0		5.3	1	9.0	0.0 . 9.0	7.5

			TYPE OF PARIT	\K'I'Y		
	Family	Couple	Group	Friends	Single	Other
1975	47.5	25.5	1.0	22.9	ı	3.2
1979	58.5	27.1	0.5	11.6	0.5	2.4
1984	51.6	28.0	6.0	15.6	2.2	1.8

	+69	9.0	3,3	2.0
	45-64	4.3	10.2	10.5
AGE DISTRIBUTION	25-44	30.0	33.5	37.2
AGE D	15-24	39.8	23.5	24.5
	1-14	25.3	29.6	25.8
		1975	1979	1984

	TO PARK	S VISIT	VISIT LAST YEAR	LAST	CAJPED IN LAST YEAH	CAIPED IN PARK LAST YEAR
	YES	NO	YES	110	YES	NO
1975	9.09	60.6 39.4	ı	_	1	1
1979	68.1	68.1 31.9	42.1	42.1 57.9	54.2	45.8
1984	72.7	72.7 27.3	72.5	72.5 27.5	86.1	13.9

			OKICIE	DI FI. II.	MIGIN BY M.M.M. MEGION	z		
	West	North- Cent.	Horth	Horth East	Morth- Morth Algon- East- Cent- Cent. Morth East quin ern ral	East- ern	Cent- ral	South- West
1975	1	1	ı	- 1	ı	1	1	ı
1979	0	0	0.5	0.5	0 0.5 0.5 0.5 1.9 79.8 9.2	1.9	79.8	9.2
1984	0	0.5	0	0	0.5 0 0 2.4 2.9 83.3 2.4	2.9	83,3	2.4

				PAR	PARTY SIZE	C-1			
		CA	m	4	5	9	7	8+	Aver.
1975	2.4	32.1	16.6	2.4 32.1 16.6 26.0 11.3 5.0 1.2 5.4	11.3	5.0	1.2	5.4	1
1979	0.5	32.3	17.9	0.5 32.3 17.9 29.9 6.5 7.5 3.5 2.0	6.5	7.5	3.5		4.0
1984	3.1	34.6	12.7	3.1 34.6 12.7 27.2 11.8 8.3 1.3 0.9	11.8	8.3	1.3	6.0	3.6

	G 6	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK	(% of total within 40 K	average M OF PARK	
	Fuel and Transport.	Food and Enter- Drink tainment	Enter- tainment	Miscell- Total	Total Aver.\$
1975	1	1	1	1	l.
1979	19.3	50.2	50.2 12.9	17.6	17.6 \$49.56
1984	20.7	47.5 11.1	11.1	20.7 \$	20.7 \$143.44

	TYPE OF			KOLE OF		
	TRIP			THE PARK		
					One of	Stop-
	Weekend	Weekend Vacation Other	Other	Main Dest.	Several over	over
1975	73.1	20.5 6.3	6.3	83.5	6.8 9.7	6.7
1979	47.3	47.3 48.8	3.9	76.4 16.7 6.9	16.7	6.9
1984	56.8	56.8 38.3 4.8	4.8	80.3	17.5 2.2	2.2

		0	ORIGIN			
	Ontario	Border Prov.		Other Border Canada USA	Other	Other
1975	91.6	1	0.5	1	6.7 1.2	1.2
1979	92.9 1.9	1.9	0	0 1.5 1.0	1.0	0
1984	91.5 1.4	1.4	1.0 3.3	3,3	1.4 1.4	1.4

				REASON	REASON FOR CHOOSING PARK	NG PAIKK					
	Close	Conven-	Recomme ended	- 1	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Visiting General Past Natural Clean/ Beach/ Aquatic Facilities/ Friends Interest Exper. Setting Well Kept Swimming Rec. Rec. Opport.
1975 47.4 4.5	47.4	4.5	9.7	2.3	4.5	10.1	3.2.	1.3	2.3 4.5 10.1 3.2 1.3 6.2 0.6 6.4	9.0	6.4
1979 29.3 4.6	29.3	9.4	7.8	2.3	3.3	3.9	8.8	5.2	2.3 3.3 3.9 8.8 5.2 6.5 1.6 9.5	1.6	9.5
1984 45.8 1.1	45.8	1.1	2.5	2.5	1.8	9.2	7.0	1.1	2.5 1.8 9.2 7.0 1.1 7.4 1.1 10.9	1.1	10.9

	REASON FOR	REASON FOR CHOOSING PARK (CON'T)	PARK	(L, NOO)
	Quiet/ Uncrowded	Prefer Prov. Park	rrk	Other
1975	0.0	1.9		2.3
1979	2.0	1.0		14.3
1984	9.4	7.0		6.4

	AWARE OF ADS Yes No 72.6 27.4	OS ADS INFLUENCE CHOICE OF PARK	Yes No	7.4 16.2 83.8
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	AWARE OF SPECIAL EVENTS	INFLUENCE OF SPECIAL EVENTS	SPECIAL EVENTS INCOUNAGE FUTURE VISIT
	Yes No	Yes No	Yes No
1984	34.4 65.6	10.4 89.6	49.0 51.0

	VISIT	VISIT ATTRACTIONS OUTSIDE OF PARK
	YES	MO
1984	50.7	49.3

		TYPE OF	ADVERTISING AWARE	NG AWARE	Ċŀ.	
13.8 30.9 30.9 11.7			Nevs-	La <sub>G</sub> =	Transit	
23.8 30.9 30.9 11.7	'I. , V.	Ladio	paper	azine	Sheleter	Other
	50.7	23.8	30.9	30.9		17.9

# SIBBALD POINT - CAMPER

			A	CTIVITIES PANTICIPATION	S PAKTIC	IPATION					8		
	Picnic	Sun- buthe	Svim	Motor- boat	Canoe	Hike Bike		Walk/ Jog .	Walk/ Casual Jog Play	1	View/ Play- Photo ground	Relax	View- points
1975	40.3	1	81.5	81.5 10.6 7.1 28.4 8.2 -	7.1	28.4	8.2	1	60.7	35.9	60.7 35.9 21.1 73.4 26.4	73.4	26.4
1979	30.4	1	81.8	81.8 12.3 10.8 27.9 22.5 -	10.8	27.9	22.5	1	56.4	14.3	56.4 14.3 27.0 78.9 33.8	78.9	33.8
1984	46.7	85.0	92.9	9.3	12.8	35.4	19.5	84.5	8.99	38.5	85.0 92.9 9.3 12.8 35.4 19.5 84.5 66.8 38.5 22.1 96.0 41.6	0.96	41.6

		ACTIVITIES PARTICIPATION (CON'T)	PARTICI	PATION (C	ON'T)	
	Guided Walks	Displays	Staff Rec,	Staff Present.	Fish	Other
1975	5.4		ı	24.1 17.5	17.5	ı
1979	6.9	32.8 11.3	11.3	23.5	20.6	I
1984	8.8	38.1	15.9	13.7 27.0	27.0	ı

			AC	TTIVITY	ACTIVITY SPENT NOST TINE AT	P TIME A	G.,				
	Relax	Swim	Fish	Walk	Sun- Relax Swim Fish Walk bathe	Hike	Canoe	Hike Canoe Picnic Play	Casual Play	sual View Lay Points Other	Other
1975	ı	١	ı	ı	1	ı	1	ı	-	ı	1
1979	38.8	38.8 25.4 1.8 -	1.8	1	ı	4.1	1.2	4.1	9.4	- 4.1 1.2 4.1 9.4 0.0 7.1	7.1
1984	29.4	26.1	2.8	3.8	14.2	0.0	0.5	8.5	1.9	29.4 26.1 2.8 3.8 14.2 0.0 0.5 8.5 1.9 0.5 12.3	12.3

DNEATTOR JUNTE	bon't Know	56.3
EPERTRETIVE/RECREATION PROGRAMS ADDIÇUME	По	10.7 56.3
I I I I I I I I I I I I I I I I I I I	Yeu	33.0
	-	
` .		1984

Ministry of Park Natural Resources Survey    Park Code   Park Code	Please C You have been here will be enjoy.  Instructions:  1. Which of the Group  A Have you v  A Have you v	33 34 34 35 36 36 36 36 36 36 36 36 36 36 36 36 36	Questionnaire No. Record No.	ernioht in this park.	arks. The information you give	appropriate box to facilitate y). OS	campsite)?	team, club, etc.)	ıı	(13	45-64 65 + 17	19		San	
	32 32 33 34 35 35 36 36 36 36 36 36 36 36 36 36 36 36 36	(ions? ▼ (Write in your response)  33  34  35  37  43	Camper Survey	Help plan your Provincial Parks.	e been selected to represent the people who use our Provincial P. I be used to help improve our Parks and provide the kinds o	ons: Unless otherwise specified, please enter one number in the processing. Do not fill in the shaded boxes (for office use onlexample - If your response to Question two is 5 people in your	n of the following best describes your group (together on the same st one only).	Single (	many people are in your group?	indicate the ages for all members in your group:	0-14 15-24	No. of Persons	you visited this Park before? 3s ② No	espect to this trip from home, would you consider this Park to be: sin destination of this trip? ② One of several planned destinations at a stopover enroute?	of the following best describes this trip from your home?

17 + 59 45-64 at planned destinations? 25-44 sider this Park to be: r (please specify)▼ ① Less than 24 hours before arrival ② 1-2 days before arrival (6) over 3 months before arrival when und you decide to make this particular visit to the Park? b) If less than 24, please specify how many hours before arrival: your home? 15-24 4 1-4 weeks before arrival 8. How did you first learn about this park?▼ 3 3-7 days before arrival 5 1-3 months before arrival 592 (86/05,

If accidentally carried from the Park, please mail to: Parks and Recreational Areas Branch Ministry of Natural Resources Queen's Park

Thank you for your assistance.

Toronto, Ontario M7A 1W3

13. Did you camp at this Park to participate in a specific activity?  (1) Yes (2) No If no, what improvements could be made?  (1) Yes (2) No If yes, please specify:
U.S. Commence of the second se



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Resources Ministry of Natural

Park Day Visitor Survey

Questionnaire No. Name of Park Park Code

Record No

# Help plan your Provincial Parks. Please fill out this Questionnaire.

You have been selected to represent the people who use our Provincial Parks. The information you give here will be used to help improve our Parks and provide the kinds of activities and environments you enjoy.

Instructions: Unless otherwise specified, please enter one number in the appropriate box to facilitate Example - If your response to Question two is 5 people'in your group, then code 0.5 computer processing. Do not fill in the shaded boxes (for office use only),

. —	<ol> <li>Which of the following best describes your group (travelling together in one vehicle)?</li> <li>(Select one only.)</li> </ol>	
	Termity 2 One couple, only 3 Organized group (ie. troop, team, club, etc.)	
	(4) Group of friends (5) Single (6) Other (please specify) ▼	_ آ
٠.		
(4)	2. How many people are in your group?	
(2)	3. Please indicate the ages for all members in your group.	13
		15
	Age 0-14 15-24 25-44 45-64 65+	17
	No. of Persons	19 2
4	4. Have you visited this Park before?  ① Yes ② No	
1 10	5 With respect to this trin from home would von consider this Bark to he.	

Thank you for your assistance.

If accidentally carried from the Park, please mail to:

Parks and Recreational Areas Branch Ministry of Natural Resources Queen's Park Toronto, Ontario M7A 1W3

591 (86/5)

Why did you decide to visit this Park? ▼

4 1-4 weeks before arrival 5 1-3 months before arrival

b) If less than 24, please specify how many hours before arrival

7. How did you first learn about this Park? ▼

(2) 1-2 days before arrival

6. a) When did you decide to make this particular visit to the Park?

(1) Less than 24 hours before arrival

(6) over 3 months before arrival 3 3-7 days before arrival

(2) One of several planned destinations?

(1) Main destination of this trip?

3 Just a stopover enroute?

9. It staying in the vicinity of the Park, what type of accommodation are you using on	For the following questions please write your response in the space provided.
ncial Park campsite (3) Ho	13. Please indicate what you enjoyed most about your visit to this Park. ▼
(4) Home/Cottage of friends/relatives (5) Resort/ Lodge (b) Commercial cottage/cabin (7) Personal cottage (8) Private campground (9) Other (please specify) ▼	10 11 12 13
Please complete the remaining questions just before leaving the Park.  Enjoy your visit and please leave the Questionnaire in the box provided near the Park exit.	14, a) Have you visited a Park other than a Provincial Park in the past to participate in day use
10. a) In order to find out what activities people do in Parks, one person is to be selected from your group and asked to indicate the activities he or she did while in the Park.	activities (1) Yes (2) No (1f yes, continue. If no, skip to question 15.) b) Why did you choose to visit a Provincial Park rather than a different one? (ie. Conservation Area , Municipal Park, Public Access Point) ▼
Motorboating (1) Yes (2) No (3) (1) Using playground (1) Yes (2) No (3)	
Viewing or photographing animals or plants Visiting viewpoints, scenic lookouts	15. Is there anything in particular about this Park, its facilities or staff that would encourage you to return?  ① Yes ② No If yes, please specify ▼
Tel Attending staff organized interpretive or recreation programs (slide	1.7
2 Hikes, walks (guided/ Conducted by staff (1) Yes (2)No 49 (1) Yes (3)No 49 (1) Yes (4)	16. Please indicate what could be done to improve or make your visit to this Park more interesting and enjoyable. ▼
Bicycling	
b) Which activity listed above in a) did you spend the most time doing?  (Indicate by item number [].)  c) Are there any additional activities or interpretive/recreational programs you would like	24 25
	17. What is your primary source for information about Provincial Parks? ▼
55 57 58 58	18. Does the source you identified in Question 17 provide adequate and accurate information?  (1) Yes ② No If no, what improvements could be made? ▼
11. Did you visit this Park to participate in a specific activity?	30
19	use facilities or visit attractions outside the Park?
12. Please estimate your group's trip-related expenditures in Ontario within 40 km. (25 miles) of this Park. If you live in the defined area, also include an estimate of expenditures.  Estimates should be made to the nearest dollar. Exclude Park fees.	U Yes (∠) No IT Yes, which Tacilities of attractions f ♥
Fuel and transportation \$ 63	36
Food and beverages	37
Attractions and entertainment \$ 69 71	20. Where is your permanent residence located? ▼
Miscellaneous (ie. souvenirs) 74	Nearest village, town, city
7	Province, State





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